



6 Types of Social Media Content that Drive the Most Engagement!

ENTERTAINMENT

- Fun Holidays
- Viral Videos
- Jokes
- Memes
- Comics
- Puzzles
- Contents / Giveaways

INSPIRATION

- Quotes
- Facts
- Personal stories of success

EDUCATION

- Information blog posts
- Tips and tricks
- Industry research
- Case studies
- Live Video Training

CONVERSATIONS

- Questions
- Fill in the blanks
- Caption this photo
- Polls

CONNECTION

- Behind the scenes
- Product reviews
- Employee or customer feature

PROMOTION

- Client testimonials
- Webinars
- Products
- Discounts
- Services