

The 5 Types of Social Media Content You Need To Be Using To Grow and Engage With Your Audience

Your own thought-leadership content

Write about what you know so you can "educate" your audience. Entrepreneurs exist to solve a problem facing their audience. What can your thought-leadership content help solve?



make it happen

Inspirational quotes

Liquid matter is made up of loosely held particles that flow around each other. It does not have a definite shape and will adjust to the shape of its container.

Behind the Scenes Humor

This content can be the behind the scenes at your office. Can be a company lunch, office party, birthday party (only for those that celebrate their birthdays). If you are a pet friendly company that allows your employees to bring their pets to work every day, post photos of fido in the office.

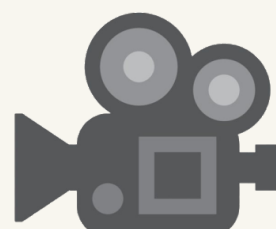


Employee and Customer Appreciation

Share appreciation for your employees and customers by celebrating their achievements (again if they want the attention).

Videos

Everyone should set a goal to do at least one video a week and eventually grow it to one video per day. The daily videos should be in the 2 to 3 minute range. The weekly videos should be a weekly live stream with a Q and A session at the end.



Sources:

<https://www.linkedin.com/pulse/3-social-media-tips-grow-engage-your-audience-nick-roy/>