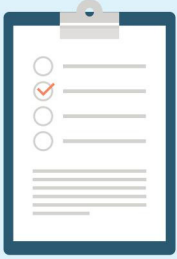


THE 5 DIFFERENT SOCIAL MEDIA CATEGORIES

Educational



This category is all posts that are informative in nature. You can share tips, tricks, how-to videos, resources, lists and any other content that teaches your ideal client something in your niche. This is mainly posts that you created but can also be something someone else created that might be interesting for your audience, as long as you solve any problems your ideal client might have. I normally tend to classify posts from other people under the entertainment category but this is totally up to you.



Inspirational

Inspirational posts can be quote posts or quote images or posts about a story or video that will motivate your audience. You can share something about yourself or other people. These thoughtful posts can increase interest and discussion. You can write an inspirational story about your opinions on an event, your employees' or clients' accomplishments or your company's philosophy.



Entertaining

Entertainment posts are normally posts that have nothing to do with your business. It can be anything that your ideal client will find entertaining and useful. These can include jokes or timely and comical photos. Anything that is funny or clever can be entertaining to your audience. Just keep in mind that humor can be quite tricky and does not work for all types of businesses. It is for this reason that I include educational content from other people that might be entertaining for my audience as well.

Engaging



Here you can have any type of post that increases engagement, gets everyone involved and creates conversation. You can ask questions (short answers), answer questions, have office hours, contests or challenges.

You can also give them a peek behind your business or life by posting photos of your new office, project planning or other tools, photo shoots, book covers and testimonials. Other interesting options are "caption the image", "fill in the blank" or "either or question" posts to help get people talking.

Promotional



The final category includes all promotional posts. All advertisements for products, programs and services. Posts can promote your freebies or other free products; webinars, events, other social media platforms and websites.

Promoting joint venture partners or affiliates also falls under this category. Promotional posts should be last on your list of priorities as people need to engage with you and know you before they will buy from you.