# Social media post types

**ask yourself when planning your posts…**

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| **Education** |  |
| What can my followers learn from me? |  |
| Will this post align with my brand? |  |
| How will this post lead to enquiries or sales? |  |

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| **Inspiration** |  |
| What will brighten my followers day? |  |
| Will this post align with my brand? |  |
| How will this post lead to enquiries or sales? |  |

**ask yourself when planning your posts…**

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| **Behind the scenes** |  |
| What are my followers interested in about my life? |  |
| Will this post align with my brand? |  |
| How will this post inspire an enquiry or sale? |  |

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| **Community** |  |
| What will my followers feel part of? |  |
| Will this post align with my brand? |  |
| How will this post lead to enquiries or sales? |  |

**ask yourself when planning your posts…**

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| **Story type** | **Content** |
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