



Social Media Content

Ask yourself when planning your posts...

There are four types of social media posts:

1. Education
2. Inspiration
3. Behind the scenes
4. Community

When planning and creating content for your social media posts, consider which category they fall into and then ask yourself these questions.

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

Inspiration	
What will brighten my followers day?	
Will this post align with my brand?	



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How will this post lead to enquiries or sales?	
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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?	

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



Social Media Content

what stories can I share that will resonate with my market?

Story type	Content