

Social Media Content Cheat Sheet

4 Most Popular Types of Posts	Keys To What People Want From You	You Want To Make People Feel	What Is Your Call To Action?
1. Text w/ image	1. Giveaways/Discounts	1. Happy	1. Like
2. Posts designed to get comments	2. Advise	2. Inspired	2. Click
3. Posts that have secondary promotion	3. Warn	3. Compassion	3. Comment
4. Posts with links	4. Amuse	4. Informed	4. Share
	5. Inspire	5. Supported	
	6. Amaze	6. Connected	