



15 Types of Content to Post on Social Media

Consumer behaviors make social media marketing a must-have for brands today.

3.48 billion people worldwide are active on social media

More than **1/3** of internet users go to social media when they are looking for more information about a product or brand

The average person spends **2 hours and 23 minutes** on social media each day

On social media, people want to be entertained or educated – or both. These content ideas can help your business deliver.

Blog Posts



Sharing blog posts allows brands to extend their thought leadership to social media. Get more mileage out of popular older posts by resharing them too.

eBooks



Content like eBooks, guides and white papers tend to be gated behind a form, so posting it on social can help boost your lead generation efforts.

Case Studies or Testimonials



Show how much your customers love your company by sharing testimonials on your social channels. This could be printed case studies, a customer quote turned into an image or a testimonial video.

Behind-the-Scenes Looks



Whether it's a glimpse into your product or people, behind-the-scenes photos and videos help humanize your business and make people feel more connected to your brand.

Curated Content



You don't have to create all your social media content yourself. Post relevant news and blog articles and encourage engagement by inviting followers to share their thoughts in the comments.

Tips



Brevity is the name of the game on social media, making tips perfect for social content. Repurpose tips from blog posts and eBooks and add a visual element by stylizing tips into an image.

Quotes



Quotes are quick, shareable and can be placed on an image to drive visual interest. Use famous quotes or opt to share business and industry insights from your company's leadership.

Explainer Videos



Explainer videos show your audience how to do something, often in a more effective or efficient way. By showing a process in action, they make for engaging social content.

Events



Drive attendance to and interest in events like webinars by sharing them on social. Posting event-related photos or videos can help drive engagement.

Infographics



Infographics allow you to take complex concepts and present them in an easy-to-understand and eye-catching visual form. Try a video infographic to add variety to your social content.

Holiday Greetings



In addition to more traditional holidays, find ways to connect fun occasions and celebrations – like Star Wars Day, International Cat Day and more – to your business to create engaging and timely content.

Company and Product Announcements



Share new product updates to generate demand or post news like company award wins to show how your business is succeeding. But use this content sparingly so as not to seem overly promotional.

Press Coverage



Did your CEO get quoted in an article or write a piece for an industry publication? Earned media like these examples and others are perfect for sharing on social to show thought leadership.

Recruiting Content



Social media is a great way to attract new talent to your organization by posting job openings. But also use other recruiting content like videos or profile pieces to showcase your company's culture.

User-Generated Content



Sometimes the best social media marketing content is the content not created by marketing. Encourage fans and customers to submit user-generated content through contests and special hashtags.

Where you post which content will depend on your business and objectives, but here is a general guide for four popular social platforms.



- Blog Posts
- eBooks
- Behind-the-Scenes Looks
- Curated Content
- Tips
- Quotes
- Explainer Videos
- Events
- Infographics
- Holiday Greetings
- Company and Product Announcements
- Press Coverage



- Blog Posts
- eBooks
- Case Studies or Testimonials
- Curated Content
- Explainer Videos
- Events
- Infographics
- Holiday Greetings
- Company and Product Announcements
- Press Coverage
- User-Generated Content



- Blog Posts
- eBooks
- Case Studies or Testimonials
- Curated Content
- Explainer Videos
- Events
- Infographics
- Holiday Greetings
- Company and Product Announcements
- Press Coverage
- Recruiting Content



- Behind-the-Scenes Looks
- Tips
- Quotes
- Holiday Greetings
- Company and Product Announcements
- User-Generated Content