

If you ever wonder what you could post on social media, consider these three categories:

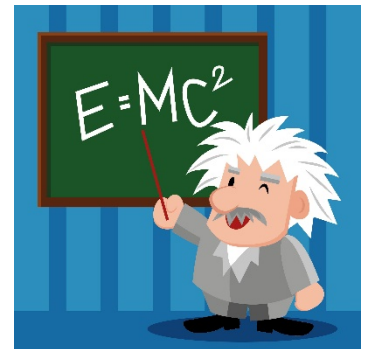
Inspirational

Quotations that urge people to be better people, more loving, etc.
Sayings that prompt people to take action, change direction, etc.
Stories that give people hope, make them feel capable, etc.
Stories that send the message, “You too can do this.”



Informational

Facts about the industry
Facts about your business
Statistics and other numbers relating to your business
Statistics and other numbers relating to the industry at large
Steps in a process
Myths debunked
How-To pieces
The history of X



Insightful

Statements about why someone does X
Statements about what kinds of things often lead to someone doing X
Lessons learned from books you've read
Aha moments you or your clients/customers have had
Questions prompting introspection
Questions that lead to insight, Socratic Method style
Activities that prompt introspection

