



CONTENT IS KING.

EVERY POST PRESENTS AN OPPORTUNITY TO ENGAGE YOUR AUDIENCE

GOOD CONTENT IS:

Strategically
time content
publishing

Supported by
strong head-
lines that
draw interest

Measure user
response



Be concise
and to the
point in a
friendly
conversational
tone

Original,
fresh and
relevant to
your brand

PLANNING YOUR CONTENT:

- Create a content calendar to plan your messaging in advance
- Develop continuing theme through weekly content
- Ask questions to or prompt conversation with your audience
- Designate specific content creators