



# 5 Types of Content

to

## Get Better Engagement

You've put in the effort and set up your business pages on Facebook, Twitter, and Google+. The next step is posting great content. So what constitutes great content? The answer is that great content gets engagement.

**En-gag-ing /en'g jiNG/:**  
 "Engaging" content includes posts that invite interactions. Interactions include "Likes," "Shares," "Comments," "ReTweets," "+1s," etc. Strive to post a variety of content types to get a variety of interactions.

### 1. Funny Photos & Memes



Internet users spend 1 out of every 6 minutes using social media.

Social media users want to be entertained and the best way to do that is to make them laugh. Share or create a funny image with text or a popular meme that is relevant to your business.

### 2. Cool Videos



A "cool" video may seem subjective and will often vary depending on your audience. If your audience is pet owners, post a video that shows a dog doing a unique trick. If your audience is health nuts, post a video that tells them how to properly select vegetables for juicing. The video should always be relevant to your audience and something they will want share.

### 3. Relevant Quotes



**200 BILLION VIDEOS WATCHED ONLINE EACH MONTH**

Global consumers watch over 200 billion videos online per month.

While many social media sites, like Facebook and Google+, seem to cater to highly visual content, posts that do not have images can be what sets your posts apart and gets interaction. Inspiring or amusing quotes are highly shareable and likeable. Social media users enjoy motivational and thought-provoking posts.

### 4. Interactive Posts: Ask for Input



92% of retweets are based on 'interesting content.'



Opinions are like belly buttons, everyone has one. People love to share their opinions, ideas, feedback, and experiences – especially on social media. Give them the chance to do what they love. Ask a question that invites more than a yes or no answer. Delve into what matters to your audience and what they are willing to share.

### 5. Interesting or Odd Stories



In addition to amusement, people enjoy amazement. Stories like "How a Hiker Lived for 30 Days in a Cave" or "10 Things that Lurk in Your Body" amaze and entertain followers. Often, if a follower reads and is amazed by a story, they cannot keep it to themselves – they must share it! Bam – the article you posted was just shared with that follower's friends and now their friends are exposed to your business.

#### Public Service Announcement Regarding Social Media

Never share offensive, religious, or political content on your business' social media pages. This is always a surefire way to lose those hard-earned followers and even some of your clients.