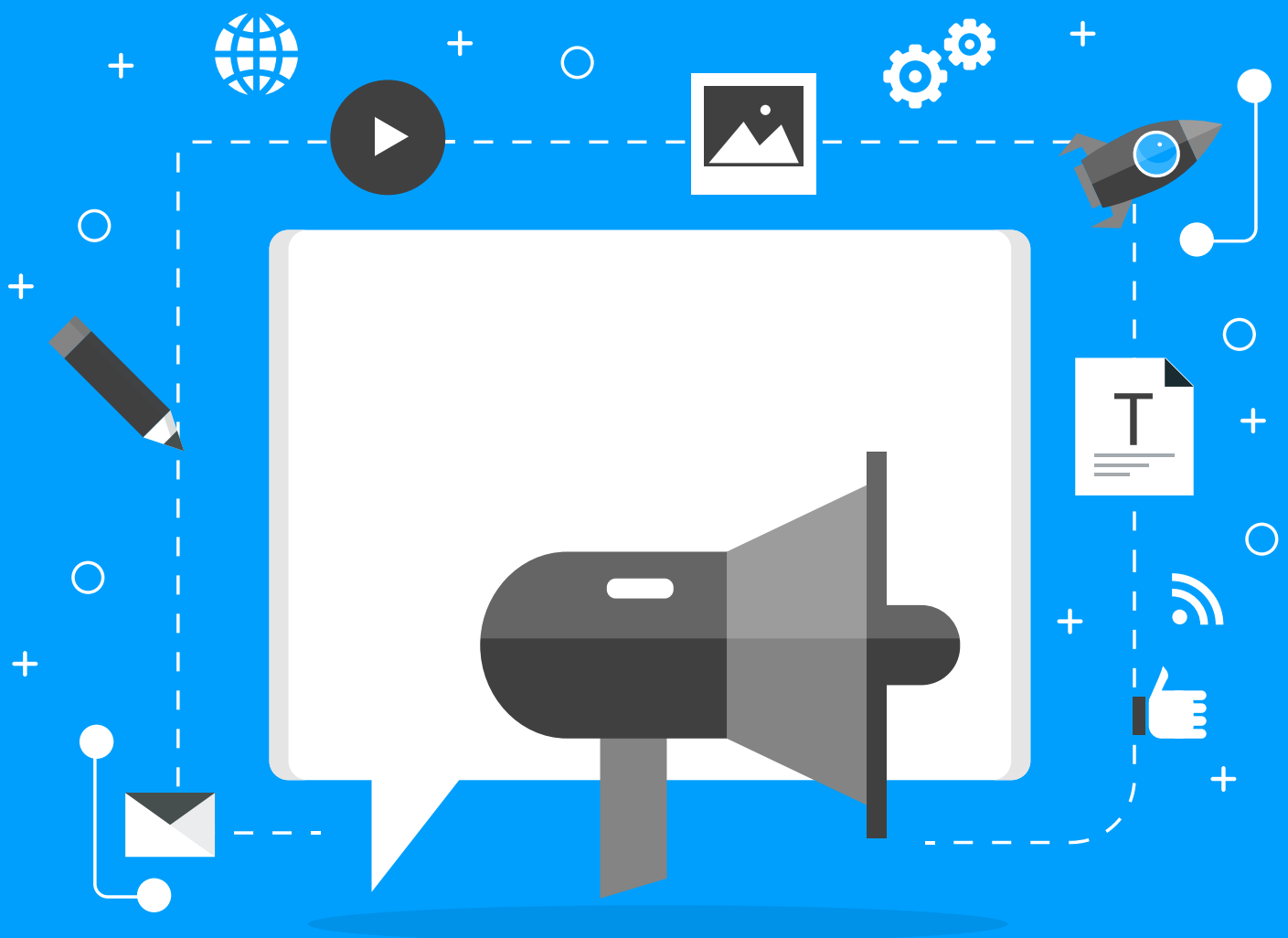


# SOCIAL MEDIA CONTENT MIND MAPS





## VIDEO

### Presentation Snippets

- Live events
- Local event recordings

### Career Advice

- Quick Photo/Video Tips
- Quick Facts

### Quick Shots

- Company updates
- Subject matter expert interview
- Quick guest interview

### Podcast Videos

- In-house podcast clips

### Text-Based Videos

- By-the-numbers stats
- Small customer stories

### Industry Facts/Info

- Stats from blog posts
- Stats from events
- Data that we pull internally
- Quick internal interviews about industry news

### Event Promo

- Event highlights
- Speaker interviews
- Event stats

### BTS Videos

- Events
- Company meetings
- Office shenanigans

## LINKS

### Blog Posts

### Podcast Posts

### Current Promotions

### Livestreams

### Youtube Videos

## PHOTO

### BTS Photos

- Events
- Company meetings
- Employee highlights

### TBT

- This day in history
- Past events to promote current events
- Company milestones

### Call Outs

- Recommendations
- Timely events
- Fun/Silly

### Industry Facts/Info

- Stats from blog posts
- Stats from events
- Data that we pull internally

### Quotes

- From internal speakers
- Blog posts
- Podcasts
- Webinars
- Company meetings
- In-house videos

## STATUSES

### Quick Updates

- Small product changes
- Progress updates on announced projects

### Call Outs

- Recommendations
- Timely events
- Fun/Silly

## SHARES

### Partner Blog Posts

- Marketing/advertising
- Sales

### Industry News

- New product launches
- Social media
- Emerging platforms
- Duopoly

### Videos/Photos

- Industry updates
- Thought leaders
- Statistics

## POLLS

### Test User Knowledge

- Small quizzes
- Giveaways

### Hot Industry Topics

- Agree vs. disagree
- Impacted vs. not impacted
- Happy vs. sad
- Understand vs. confused

### This or That/Opinions

- Internal offerings
- Products
- Strategies
- Platforms

### Fun/Silly Questions



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## STORIES

### Blog Post Promo

- Interview with author
- Pull quotes
- Main points

### Podcast Promo

- Podcast announcements
- In-house podcast clips
- Main points

### Event Promo

- Event highlights
- Speaker interviews
- Event stats

### Career Advice

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- Quick Facts

### Industry Facts/Info

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### BTS Videos

- Live podcast recordings
- Events
- Company meetings
- Company events

### Polls

- Hot industry topics
- Test user knowledge
- Fun/silly questions
- This or that: opinion questions



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## TWEETS

### Quick Updates

- Small product changes
- Progress updates on announced projects

### Call Outs

- Recommendations
- Timely events
- Fun/Silly

## RETWEETS

### Partner Blog Posts

- Marketing/advertising
- Sales

### Industry News

- New product launches
- Social media
- Emerging platforms
- Duopoly

### Videos/Photos

- Industry updates
- Thought leaders
- Statistics

## POLLS

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## PHOTO

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### TBT

- This day in history
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## STATUS UPDATES

### Product Changes

### Progress Updates

## LINK SHARES

### Partner Blog Posts

- Marketing/advertising
- Sales

### LinkedIn Articles

- In-house employees
- Faculty members
- Influencers

### Videos/Photos

- Industry updates
- Thought leaders
- Statistics

### Pulse Articles

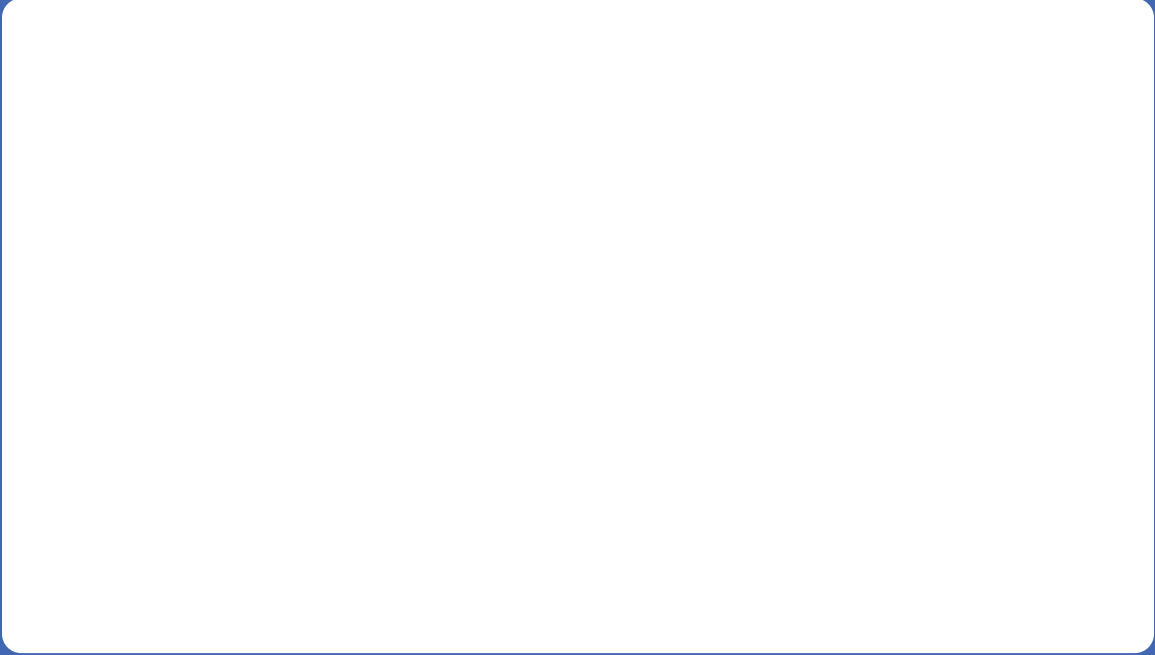
- Industry updates
- Thought leaders
- Breaking News

### Industry News

- New product launches
- Social media
- Emerging platforms
- Duopoly



## VIDEO



## LINKS



## PHOTO



## STATUSES



## SHARES



## POLLS





## VIDEO



## PHOTO



## STORIES

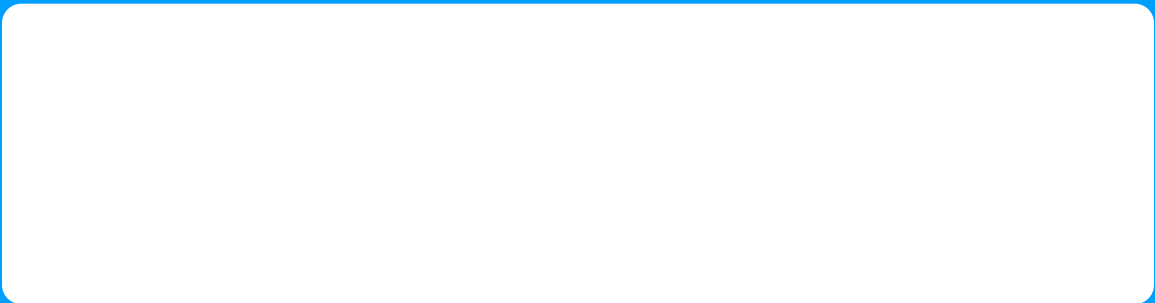




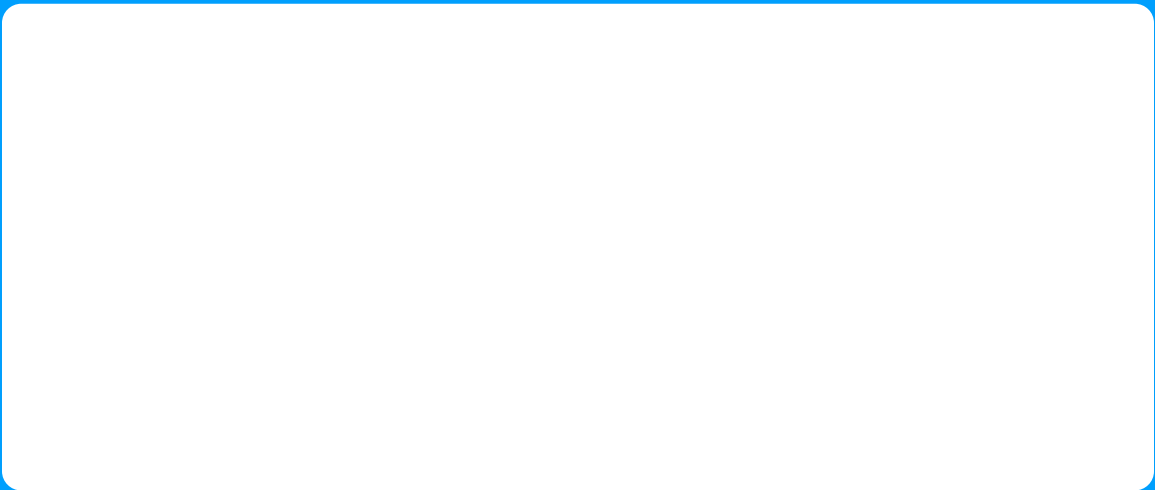
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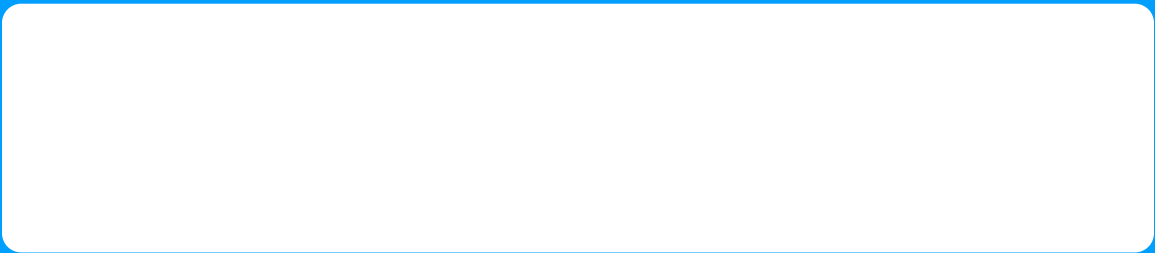
## LINKS



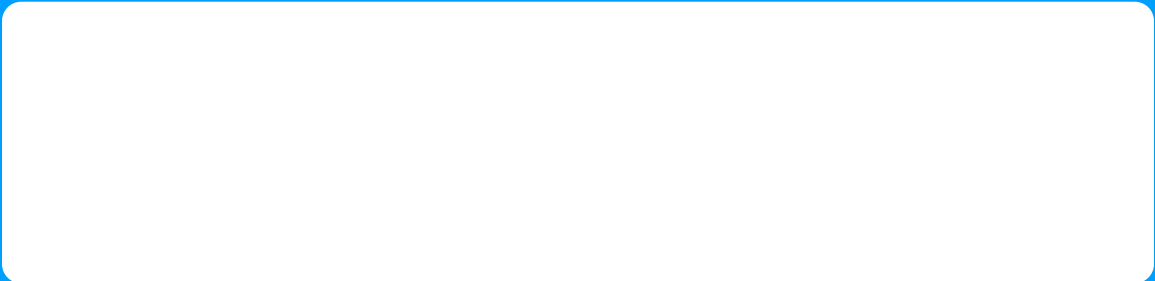
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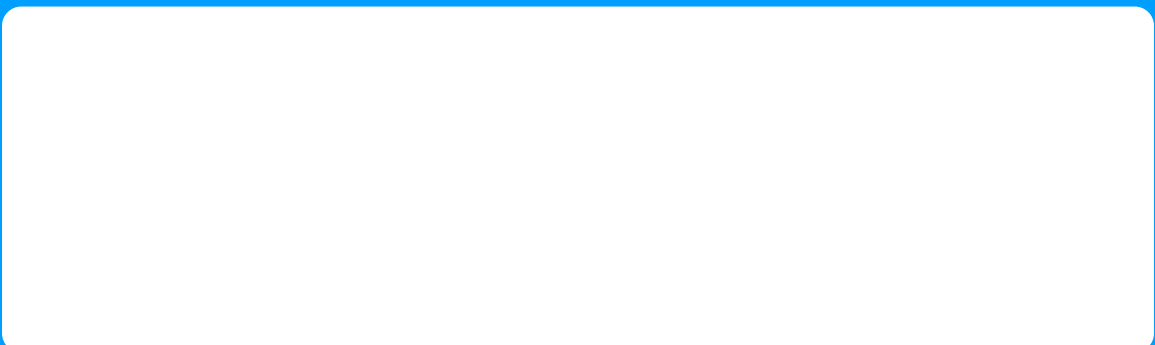
## TWEETS



## RETWEETS



## POLLS







## VIDEO



## LINKS



## PHOTO



## STATUS UPDATES



## LINK SHARES

