

Social Media Content Categories

Note: This guide is for your own use only. Know someone who'd like one? [Please send them here](#). Thanks!

The 6 Social Media Content Categories:

- 1. Entertainment**
- 2. Inspiration**
- 3. Education**
- 4. Conversation**
- 5. Connection**
- 6. Promotion**

1. Entertaining Post Ideas

- Fun Holidays
- Memes
- Jokes
- Throwback / nostalgia
- Contests & Giveaways
- Puzzles
- Comics

2. Inspirational Post Ideas

- Quotes
- Trivia / Amazing Facts
- Gorgeous images
- Personal stories of your or your clients' triumphs

3. Educational Post Ideas

- Link to your and others' blog posts
- Tips & Tricks
- Industry Research
- Free Resources (reports and guides)
- Answers to FAQs
- Case Studies
- Live Video Training

4. Conversational Content Ideas

- Questions
- Polls
- Fill in blanks
- Ask for advice
- "Caption this" photos

5. Connection Content Ideas

- Behind the Scenes
- Product Previews just for followers
- Photos of Your Life (hobbies, vacations, family)
- Stories
- Nostalgia
- Shoutouts of complementary businesses or groups
- Employee features
- Photos from events you're attending
- Thanking fans
- Share your favorite cause
- Ask for opinions / feedback

6. Promotional Post Ideas

- Freebies for email signups
- Webinars
- Products / Services
- Client testimonials
- Discounts

Helpful resources:

Disclosure: I may make a commission if you purchase through these links.

Get all the details about content categories [on the blog](#).

To make fast and engaging graphics, [try Snappa free](#).

**So you're never stuck for what to post, check out [Your Social Plan!](#)
Done-for-you content daily, at a surprisingly affordable price.**