

# How do different content and formats reinforce a brand?

Lately, you've focused on learning about the two core pillars of social media marketing: strategy and planning, and publishing. From defining the goals of your social media strategy and identifying a target audience, to choosing social media platforms and types of content, you are learning how to accomplish your business goals with a social media marketing campaign. Now it's time to bring this knowledge into your everyday life to practice thinking like a social media marketer.

For this discussion prompt, search different social media platforms to find three examples of social media marketing content and/or formats that you find compelling.

Then, consider the following question:

Why do you think that content or format is effective for the company and its brand?