# Topic: Ultimate guide to master different social media post categories to use in your business feed.

# Importance of Social media marketing (With some example)

# Tips on creating Sharable content

## (Referral link :- <https://www.onlinemarketinginstitute.org/blog/2017/10/12-tips-creating-shareable-social-media-content/>)

## What Motivates Users to Share Content?

* Social Approval
* Communication
* Support Ideas
* Entertainment

## Tips on Sharable content

1. Create High-Quality Content
2. Use Smart Structuring
3. Add Value to Users' Lives
4. Keep Your Audience in Mind
5. Create Infographics
6. Trigger Emotions
7. Remember the good old times
8. Offer Incentives
9. Exploit Trendy Topics
10. Organize Contests
11. Be Funny
12. Use video content

# Tips on Making your content Engaging

## (Referral link :-<https://thenextscoop.com/social-media-content-tips/>)

1. Offer original and unique content
2. Craft real time content
3. Share informative infographics
4. Listen to feedback
5. Post personal content
6. Thank your followers
7. Use popular hashtags
8. Make use of humor.
9. Share branded pictures
10. Promote videos that can go viral
11. Use data and analytics
12. Curate chosen content
13. Browse Quora for information and opportunities

# Content Writing Tips

## (Referral link :- <https://www.socialmediatoday.com/news/7-social-media-content-writing-tips/555805/>)

1. Do your research
2. Speak their language
3. Develop your voice
4. Be positive
5. Keep it short and simple
6. Use images and videos
7. Add a call to action

# Easy Ways To Create Images for your post

## (Referral link :- <https://coschedule.com/blog/create-great-images-blog-posts/>)

1. Why You Need to Create Your Own Images
2. How to Create Effective Screenshots
3. How to Customize Images on Canva
4. How to Generate Infographics
5. How to Use Your Own Photographs?
6. How to Create Memes