

CONTENT GENERATION

Terminology for creating various types of content

Content Types

caption

story

idea

post

video

reel

photo

carousel

article

blog

tweet

thread

Content Abbreviations

IG (Instagram)

YT (YouTube)

TT (TikTok)

FB (Facebook)

CTA (call to action)

BTS (behind the scenes)

GRWM (get ready with me)

POV (point of view)

UGC (user-generated content)

SMM (social media marketing)

Platform-Specific Slang

collab
throwback
dump
aesthetic
vibe check
fit check
unboxing
haul
storytime
recap

Creation Concepts

brainstorm
draft
outline
storyboard
script
concept
prototype
mockup
template
revision

Stylistic Elements

tone
voice
style
mood
personality
theme

aesthetic

vibe

feeling

atmosphere

Engagement Tactics

hook

question

challenge

poll

quiz

giveaway

contest

trend

collaboration

call to action

Narrative Components

introduction

setup

conflict

resolution

conclusion

twist

climax

character

setting

plot

Writing Styles

informative
persuasive
entertaining
educational
inspirational
humorous
serious
conversational
formal
casual


Content Formats

listicle
how-to
review
reaction
tutorial
guide
explainer
interview
demonstration
roundup

Content Emojis

💡 (idea)
✍️ (writing)
📝 (note)
📊 (data)
📱 (social media)
📷 (photo)

 (video)

 (goal)

 (announcement)

 (repost)