

	TYPE OF CONTENT (Circle One)	WHAT IS THE KEY MESSAGE YOU WANT PEOPLE TO TAKE AWAY?	HOW WOULD YOU VISUALLY BRING THAT MESSAGE TO LIFE?	HOW WILL YOU SAY IT WITH WORDS?
M	Engage Excite Educate			
T	Engage Excite Educate			
W	Engage Excite Educate			
T	Engage Excite Educate			
F	Engage Excite Educate			
S	Engage Excite Educate			
S	Engage Excite Educate			

CONTENT IDEAS

Try selecting at least one content idea from each of the following categories to post this week!

ENGAGE

- ☐ Share how your business got started
- ☐ Share Customer Reviews for your product and/or service
- ☐ Share content from your followers (be sure to ask permission!)
- ☐ Show how you give back to your community
- ☐ Talk about your employees or founder
- ☐ Show off your place of business
- ☐ Share related memes or photos

EDUCATE

- ☐ Show how your product is made
- ☐ Show how to use your product or service
- ☐ Show "behind the scenes"
- ☐ Explain what makes your product or service unique
- ☐ Share info about your product or service
- ☐ Share topical news articles about your industry
- ☐ Provide business hours

EXCITE

- ☐ Announce events
- ☐ Share upcoming or current sales and/or promotions
- ☐ Announce a new product or service
- ☐ Provide special offers for your audience
- ☐ Launch a countdown to something special