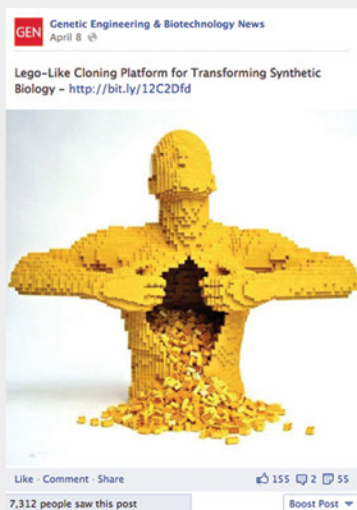


# Examples of GEN social content

GEN content comes in all shapes and sizes. Over the last 2 years GEN has been perfecting the types of content it delivers to its users to drive meaningful engagement. More clicks, more likes, more shares, more eyes on your products.

## Product Promotion

Product promotion with a compelling image and external link to drive targeted traffic to the product news page



Views **7,312**

Likes **155**

Comments **2**

Shares **55**

Clicks **124**

## Tips/Application Notes

A post promoting vendor selected tips/app note content and directing traffic to the product news page



Views **19,192**

Likes **321**

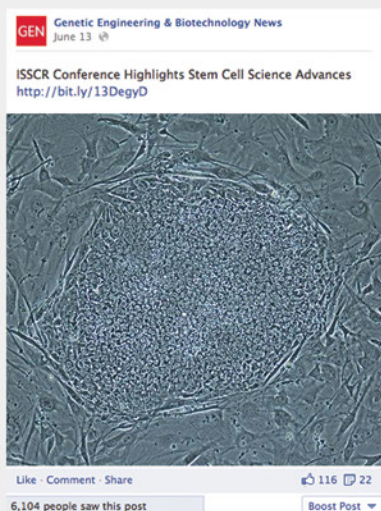
Comments **15**

Shares **195**

Clicks **359**

## Events Promotion

Promote event highlights with image and external link to drive targeted traffic to a larger "stem cell advances" article



Views **6,104**

Likes **116**

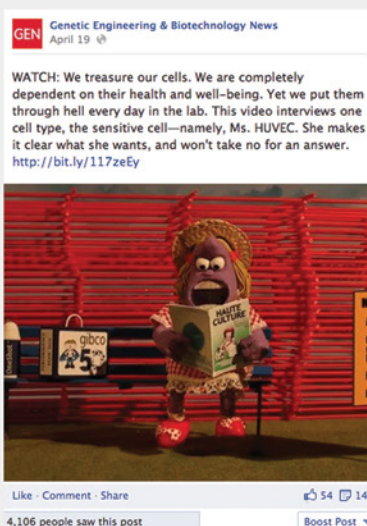
Comments **0**

Shares **22**

Clicks **117**

## Video Promotion

A promotion of a vendor video which directed traffic to the video inside the GEN Video Library



Views **4,106**

Likes **54**

Comments **0**

Shares **14**

Clicks **388**