

tips to help you  
plan content for  
yourself & clients  
depending on your  
social media  
platform

# WHAT TO POST ON EACH SOCIAL MEDIA PLATFORM



## FACEBOOK

Images  
Video, Video, Video  
Blog Posts/Articles



## INSTAGRAM

High quality images/graphics  
Quotes  
Video/IGTV



## LINKEDIN

Professional Articles  
Your Achievements in Business  
Video



## PINTEREST

High quality images w/text overlay  
Infographics  
Step by step guides



## TWITTER

News Articles  
Blog Posts  
GIFs



## BONUS TIPS

Opt for native content when you can, and instead of cross-posting, tweak & repurpose! Certain things like mentions, hashtags, and CTA's don't translate the same way across several social media platforms