

It's tough to stare at a blank screen and create social media posts that encourage people to engage - day in and day out. This handy dandy guide will help with brainstorming and content development.

MISSION

- What is the company's mission?
- How is the company different than the competition?
- What is the company's special sauce?
- What in the company's history is worth sharing?

CULTURE

- What is the story behind the business?
- Why would someone want to work there?
- What activities exemplify what the company cares about?

COMMUNITY

- Which organizations does the company support?
- How does the company give back?
- What is the company doing to make the world a better place?

LOCATION

- Have there been any improvements to the physical structure?
- How does the location make for a great workplace?
- Are there other locations that should be highlighted as well?

EMPLOYEES

- Which employees can be spotlighted?
- Are there any trainings, certifications, or awards that employees have won?
- What does the company do to celebrate work anniversaries?

CUSTOMERS

- How can the company feature customer stories?
- What do customers need that the company provides?
- Are customer reviews encouraged and shared?

CALENDAR

- Does the company recognize national holidays?
- Are there industry specific holidays that the company will highlight?
- What local events does the company want to support?

PRODUCTS + SERVICES

- Which products/services can be showcased?
- Will a video highlight how the product is made?
- Are there testimonials for the benefit the products provide?

VENDOR PARTNERSHIPS

- Who does the company work with locally or nationally?
- Which companies are in their ecosystem?
- Are there any referral relationships that can be highlighted?