

SOCIAL MEDIA CONTENT CHEAT SHEET

YouTube



PURPOSE

Entertain • Educate • Inspire

CONTENT

Personal Vlogging • Products • Interviews

PRO TIP

Clear and engaging thumbnails are key • Ensure videos are clearly and appropriately title and tagged • Create content similar playlists

CADENCE

As often as content is available

Instagram



PURPOSE

Inspire • Entertain

CONTENT

Aspirational • Luxury • Culture • Personal Vlogging

PRO TIP

Utilize Stories, often, and include Story engagement stickers

CADENCE

Stories: 4-5 times a week
In-Feed: at least 1 time a week

LinkedIn



PURPOSE

Thought Leadership

CONTENT

Opinions based on expertise • Business Success Stories • Industry Trending Topics • Educational • Jobs

PRO TIP

Post consistently but not overwhelmingly

CADENCE

At least 1 time a week

facebook



PURPOSE

Broadcast • Amplify

CONTENT

Stories • Emotive Tales

PRO TIP

Don't hesitate the value of a compelling cover photo

CADENCE

2-3 times a week

TikTok



PURPOSE

Entertain • Educate • Inspire

CONTENT

Personal Shortform • Vlogging • Products • Shortform Interviews

PRO TIP

Host live Q&A sessions • Showcase reviews • Share 'tour' style videos for places, buildings, and even a variety of products

CADENCE

4-5 times a week

Pinterest



PURPOSE

Inspire • Empower

CONTENT

How To • Informational (Visuals) • Inspiring Images

PRO TIP

Include relevant keywords across profile, boards, and pin descriptions (Content should be in an image-based format)

CADENCE

As often as content is available; Do not allow more than 3-4 days to pass without posting content