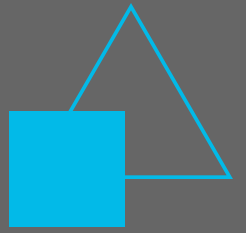


CONTENT



What are my content options?
Who generates my content?
How do I select the right content?

#1 FORM



#2 TYPE

NEWS & INFORMATION

Content that highlights new information, breaking stories, or trending topics of interest



PEOPLE

Content that features customers, employees, partners, celebrities or even proud parents with cuddly animals

EVENTS

Content that emphasizes time-sensitive information, happenings, or occasions



CALLS TO ACTION

Content that asks readers, fans, or followers to do something

AMUSEMENTS

Content that entertains, distracts, or provides joy



HOW TO's

Content that features processes, procedures, or demonstrations

INSPIRATION

Content designed to uplift the spirit of others or encourage people



COMMENTARIES/OPINIONS

Content that highlights benefits, motivations, rationales, or how to make sense of events

COORDINATE
ALIGNED

FEEDBACK
DRIVEN

**GREAT
CONTENT**

AUDIENCE
SENSITIVE

CATEGORY
APPORTIONED

CHANNEL
COMPATIBLE

**Internally Produced
Co-Created
Curated
User-Generated**