

AWARENESS

Company updates, new equipment/services, new developments in your field or industry, testimonials or reviews, sharing links

TOPICAL

Holidays, sales/promotions, trends, commenting on current events, upcoming classes/seminars, product showcase

ENGAGEMENT

Did You Know?, polls, surveys, commentary, community involvement, recent blog posts, newsletter signups

PERSONAL

Behind the scenes, company culture, staff features, feel-good photos, creative videos, animations, or live/stories

