

Instagram

THE BEST CONTENT TO POST

PERSONAL

01

Sharing personal content helps you to truly connect with your audience and build a community.

PASSION

02

Be passionate about what you do, it should show through your content. You will draw in an audience who is passionate too.

EDUCATIONAL

03

Sharing educational content places you as an expert in your industry. This means people will start coming to you to learn.

ENGAGING

04

Post content your audience can engage with. Contests, quizzes,, asking questions, etc. This will not only boost your posts but also build two way conversations.

PROMOTIONAL

05

Ensure to promote your products and services so they can be seen. But remember to share 80% valuable content and 20% promotional.

What content are you going to publish in 2021?