



# 7 Components of a Social Media Strategy

1

## Blog Posts

Blogs are fantastic to share on social media. Not sure how to get started on your blog? Check out our blog post "15 Blog Post Ideas for Brokers."

Platforms to share on: Facebook, LinkedIn, Pinterest

2

## Surveys

Encourage your audience to engage with your brand and give you instant feedback. SurveyMonkey is a great, free tool to collect survey data.

Platforms to share on: Facebook, Instagram, Twitter, LinkedIn

3

## Reviews

Share stories of happy customers that connect to your brand's message.

Platforms to share on: Instagram, Twitter, LinkedIn, Facebook, Pinterest

4

## Aesthetic Visuals

Social media is very visual. Draw in attention with graphics.

Platforms to share on: Instagram, Facebook, Pinterest, Twitter

5

## Industry News

Share relevant news from reliable sources.

Platforms to share on: LinkedIn, Twitter, Facebook, Instagram

6

## Video

How-to's and educational videos do well on social media.

Platforms to share on: YouTube, Facebook, LinkedIn, Instagram

7

## Branded Images

Share your own images and infographics. Not sure where to get started on these? Check out Easel.ly.

Platforms to share on: Instagram, Facebook, LinkedIn, Pinterest, Twitter