



# Types of Content

## to Consider for Your Social Media Playbook

### General strategy section

- How to determine your strategy
- Identifying appropriate platforms
- Guidelines for naming conventions for accounts
- Governance/approval process

### Situation-specific chapters

#### Examples might include:

- Product launches
- Special events
- Crisis response
- General brand awareness
- Recruiting
- Trade shows
- CSR communications
- Investor relations
- Thought leadership

### Platform-specific best practices

#### Platforms might include:

- B2B:** Twitter, Facebook, LinkedIn, YouTube
- B2C:** Twitter, Facebook, Instagram, YouTube, Pinterest
- Others to consider: Periscope, Snapchat, Vimeo, Glassdoor, corporate blog and others

### Tactical guidelines for

- What to post
- When to post
- How often to post

### Sample content

### Guidelines for imagery and photos

### Links to outside resources and reference materials

Links to other relevant corporate documents, such as a social media policy, photo release forms, etc.

### Guidelines for measurement and analytics



Interested  
in talking?



## Contact

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