

Social Media Content

Third Party Applications:

Google Alerts: <https://www.google.com/alerts> Get alerted to keywords and topics!

Alltop: <http://alltop.com> - Search for topics by category.

Outbrain: <http://www.outbrain.com/blog> - Content Marketing

Evernote: <https://evernote.com> - Great place to keep your ideas!

Word Counter: <https://wordcounter.net> - Keep your work count within bounds.

Others:

Zite - content articles

Google Searches - content

BrandChirp - twitter followers

ManageFlitter - twitter culling

HootSuite - schedule and manage

Twitter Lists - twitter 'groups'

Tweetdeck - Account manager

Hootsuite - content scheduler

bit.ly - link shortener

Tweepi - Twitter Management

WHAT IS CONTENT?

CHANGES/NEWS:

Breaking News

Announcements (personal or business)

Events Hosting, or Attending

Networking Group News

Flyers, Guest Speakers

SHARE INFORMATION:

Questions

Statements

Articles (by/about you/your industry)

Trade Magazine Links and/or

Journal Info related to your business

Web Links you find interesting

Blogs (yours/others, past/present)

Business Tips

Top 10 Lists

Reviews (yours/others)

Surveys (taken/given)

BRAGGING RIGHTS:

Personal Testimonials

Brand/Business Testimonials

Personal/Company

Achievements

Personal/Company Awards

Group/Organization Affiliations

ENGAGEMENT:

Email Blasts

Media Involvement/Hits (TV/Radio/Online/Print)

Speaking Engagements

Business Related Travel

Conferences or Educational

Attendance

Trade Show Booth or

Attendance

INTERACTIVE ENGAGEMENT

Pictures (people, your facility, events)

Videos

Product or Service Videos

Infographics

COMMUNITY:

Fund Raisers

Civic Involvement

Sponsorships

Charity Events (paid/unpaid)

Showcase Others (your community/team)

Heartwarming Stories

Birthdays, Anniversaries

DEALS:

Specials

Discounts

Freebies

Contests

INSPIRE:

Humor

Inspirational Quotes

Inspirational Pictures/Videos

Employee Recognition

The Go! Agency: www.TheGoAgencyUSA.com



<http://bit.ly/TheGoAgencyFB>



<http://bit.ly/TheGoAgencyLI>



<https://twitter.com/thegoagency>

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