

What To Post Where

(BELOW WE'RE SHARING CONTENT EXAMPLE POSTS ON EACH PLATFORM!)

Instagram Grid - this can serve as a sneak peek on your grid for what's to come on the blog/website, what's already live, partnership content, and more.

Instagram Stories - this can serve as more of a behind the scenes look inside your day to day life, photoshoots, influencer collaborations, etc.

Facebook - great for sharing recent content, giveaways, sales, news, and more.

Pinterest - the best space to share full content, and the bigger picture posts. You can share the bulk of your blog or website content on this platform.

Twitter - great for quick one-liners, big upcoming sales to watch, fast news, and so on.

Blog/Website - the meat of your business, where you can share all of who you are, what you're about, and the products/services that you provide.

INSTAGRAM	IG STORIES	FACEBOOK	PINTEREST	TWITTER	BLOG/WEBSITE
SNEAK PEEK IMAGES	INTERACTIVE VIDEOS	PAID ADVERTISEMENTS	ADDITIONAL WEBSITE CONTENT	QUICK ONE - LINERS	ALL IMAGES
ORGANIC IMAGERY	POLLS AND Q+A'S	ADDITIONAL INFLUENCER CAMPAIGN COVERAGE	MORE IMAGERY	STOPPABLE SALES	ENTIRE CONTENT
COLLABORATIVE POSTS	BEHIND THE SCENES	UPCOMING SALES	HOW TO'S	GIVEAWAY ANNOUNCEMENTS	UPCOMING OR NEW COLLABORATIONS
IGTV VIDEOS POSTED ON GRID	FRESH BLOG/WEBSITE CONTENT	NEW PRODUCT FEATURES OR COLLABORATIONS	TUTORIALS	NEW AND NOTEWORTHY	BIG SALES

FEEL FREE TO ADD IN YOUR OWN EXAMPLES TO REFERENCE IN THE SPACE ABOVE