

# Social Media Content Recipe for Award Associates of America

**R**

**Funny  
Jokes**

**Throwback  
Holidays**

**Recreational**

**2-3**

Per Month

**E**

**Facts & Trivia  
Trends & Research**

**Tips Tricks  
Case Studies**

**Educational**

**2-3**

Per Month

**C**

**Survey / Polls  
Fill In Blanks**

**This vs. That  
Ask Advice Or Questions**

**Conversational**

**2-3**

Per Month

**I**

**Quotes  
Before / After**

**Client Success  
Inspiring Images**

**Inspirational**

**1-2**

Per Month

**P**

**Discounts & Offers  
Live Events & Demos**

**Customer Reviews  
Webinars / Training**

**Promotional**

**1-2**

Per Month

**E**

**Behind The Scenes  
Personal Life**

**Featured Employees / Partners  
Mission / Vision / Values**

**Entrepreneurial**

**2-3**

Per Month

