




SOCIAL MEDIA PLATFORM

TOP-PERFORMING CONTENT TYPE




 LinkedIn

-  Company news
-  Professional content
-  Educational content

 Facebook

-  Video
-  Curated content




 Instagram

-  High-resolution images
-  Bite-size text, such as quotes and statistics
-  Video

 Twitter

-  Industry news
-  Statistics

 Pinterest

-  Infographics
-  Educational content
-  Step-by-step guides

NOTES

LinkedIn users are always on the lookout for posts that can educate them on improved business practices, which makes it the perfect platform for thought leadership content.

Illustrate your posts with images and video to reel in viewers' attention. Posts featuring visuals earn **98% more engagement**.

Video-based content across all social media platforms earns **1200% more shares**.

Quick tips, links to useful tools, and other helpful content can also be shared to drive engagement.

Instagram users prioritise high-quality visual content. Product photos, behind-the-scenes imagery and user-generated content are all good options.

Text can also be successful when combined with eye-catching design in line with your brand identity.

Twitter users leverage the platform to stay up to date with current news. Information on industry developments is therefore welcome on this platform.

Enhance engagement with visual assets, such as graphs and infographics.

Pinterest is a heavily image-based network. For B2B, these assets can easily be tied to professional content that educates your viewers.

Sources:

[LinkedIn](#), [Forbes](#), [HubSpot](#), [Buffer](#), [Sprout](#).