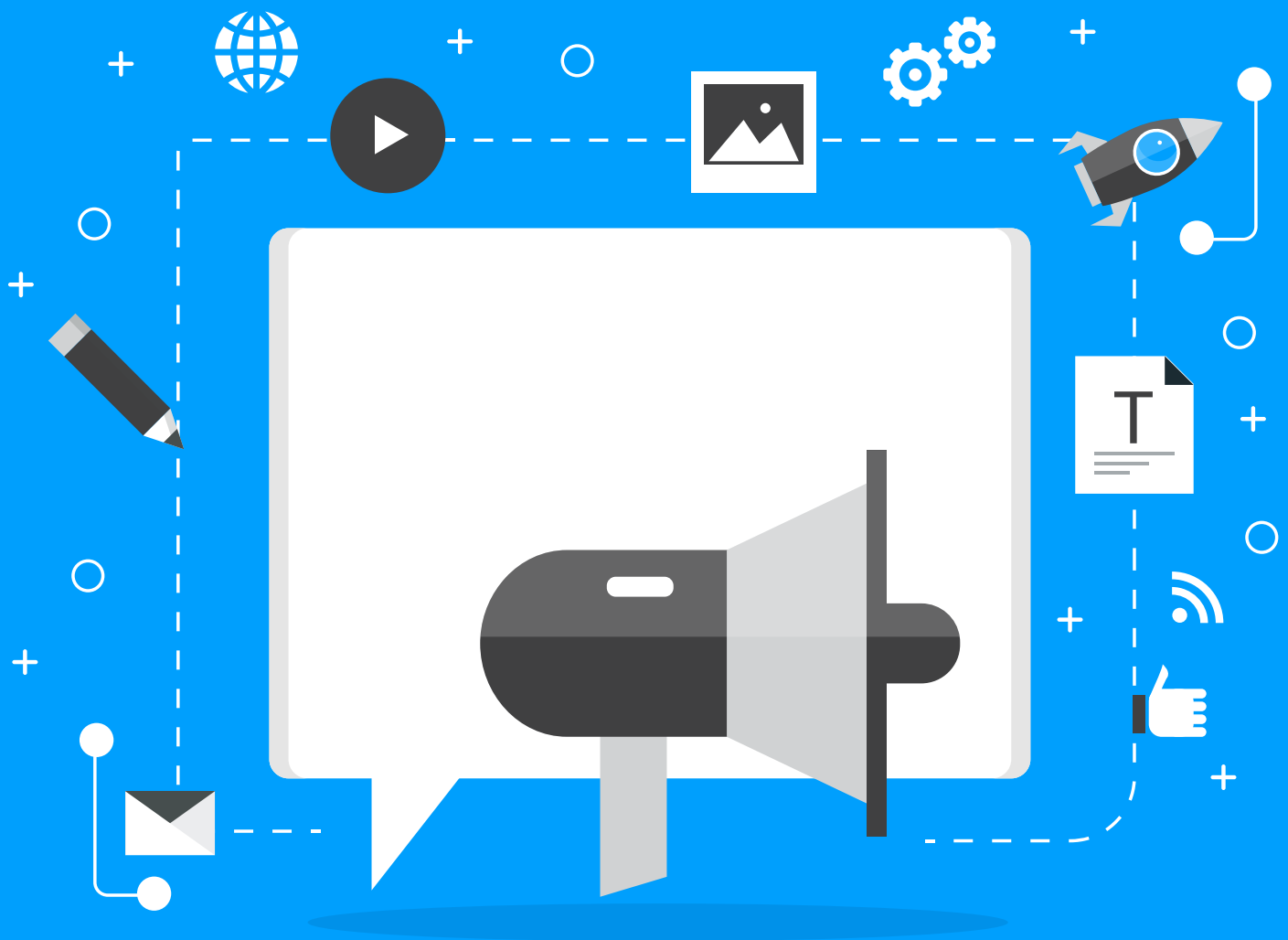


SOCIAL MEDIA MINDMAPS





ABOUT DIGITALMARKETER

DigitalMarketer combines the largest community of digital marketing pros on planet Earth with the best dang digital marketing training you'll find anywhere.

We're on a mission to double the size of 10,000 businesses and want to help you:

[Drive More Traffic,](#)

[Produce Stellar Content,](#)

[Write Emails That Generate Clicks,](#)

...and

[Become the Smartest Marketer in the Room.](#)

DigitalMarketer Headquarters

4330 Gaines Ranch Loop, Suite 120
Austin, TX 78735

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DigitalMarketer.com



INTRODUCTION

Creating social media content is easy.

Creating *quality* social media content is *hard*.

Creating *quality* social media content at scale... even *harder*.

That's where Social Media Mindmaps come into play.

Stop scratching your head and trying to figure out what you can post on social media to grow, engage, and convert your audience.

Start organizing your ideas in a way that allows you to regularly develop any type of social media posts that cater specifically to the goals that you're trying to achieve.

Let these Mindmaps serve as a constant supply of ideas to help you...

- Maintain and grow your social media presence so your brand can reach more of the right people for your brand
- Engage better with the audience that you're building
- Turn strangers into customers with amazing content that excites, entertains, and informs



Using the Mindmaps is simple:

1. Determine the platform that you'd like to post on (Facebook, Instagram, Twitter, or LinkedIn)
2. Look for a post type that you would like to publish
3. Pull inspiration from the list of pre-determined subjects

We know that every business is different, which is why we've also provided some blank Mindmap templates for you to customize and cater specifically to your brand.





VIDEO

Presentation Snippets

- Live events
- Local event recordings

Career Advice

- Quick Photo/Video Tips
- Quick Facts

Quick Shots

- Company updates
- Subject matter expert interview
- Quick guest interview

Podcast Videos

- In-house podcast clips

Text-Based Videos

- By-the-numbers stats
- Small customer stories

Industry Facts/Info

- Stats from blog posts
- Stats from events
- Data that we pull internally
- Quick internal interviews about industry news

Event Promo

- Event highlights
- Speaker interviews
- Event stats

BTS Videos

- Events
- Company meetings
- Office shenanigans

LINKS

Blog Posts

Podcast Posts

Current Promotions

Livestreams

Youtube Videos

PHOTO

BTS Photos

- Events
- Company meetings
- Employee highlights

TBT

- This day in history
- Past events to promote current events
- Company milestones

Call Outs

- Recommendations
- Timely events
- Fun/Silly

Industry Facts/Info

- Stats from blog posts
- Stats from events
- Data that we pull internally

Quotes

- From internal speakers
- Blog posts
- Podcasts
- Webinars
- Company meetings
- In-house videos

STATUSES

Quick Updates

- Small product changes
- Progress updates on announced projects

Call Outs

- Recommendations
- Timely events
- Fun/Silly

SHARES

Partner Blog Posts

- Marketing/advertising
- Sales

Industry News

- New product launches
- Social media
- Emerging platforms
- Duopoly

Videos/Photos

- Industry updates
- Thought leaders
- Statistics

POLLS

Test User Knowledge

- Small quizzes
- Giveaways

Fun/Silly Questions

Hot Industry Topics

- Agree vs. disagree
- Impacted vs. not impacted
- Happy vs. sad
- Understand vs. confused

This or That/Opinions

- Internal offerings
- Products
- Strategies
- Platforms





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STORIES

Blog Post Promo

- Interview with author
- Pull quotes
- Main points

Podcast Promo

- Podcast announcements
- In-house podcast clips
- Main points

Event Promo

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- Company events

Polls

- Hot industry topics
- Test user knowledge
- Fun/silly questions
- This or that: opinion questions





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TWEETS

Quick Updates

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Call Outs

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- Timely events
- Fun/Silly

RETWEETS

Partner Blog Posts

- Marketing/advertising
- Sales

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- Duopoly

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TBT

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- Past events to promote current events
- Company milestones

STATUS UPDATES

Product Changes

Progress Updates

LINK SHARES

Partner Blog Posts

- Marketing/advertising
- Sales

LinkedIn Articles

- In-house employees
- Faculty members
- Influencers

Videos/Photos

- Industry updates
- Thought leaders
- Statistics

Pulse Articles

- Industry updates
- Thought leaders
- Breaking News

Industry News

- New product launches
- Social media
- Emerging platforms
- Duopoly





VIDEO

LINKS

PHOTO

STATUSES

SHARES

POLLS





VIDEO



PHOTO



STORIES





VIDEO

A large, empty white rectangular box intended for a video upload.

LINKS

A white rectangular box intended for entering a link.

PHOTO

A large, empty white rectangular box intended for a photo upload.

TWEETS

A white rectangular box intended for entering text for a tweet.

RETWEETS

A white rectangular box intended for entering text for retweets.

POLLS

A large, empty white rectangular box intended for a poll.





VIDEO

Empty white rectangular box for video content.

LINKS

Empty white rectangular box for links.

PHOTO

Empty white rectangular box for photo content.

STATUS UPDATES

Empty white rectangular box for status updates.

LINK SHARES

Empty white rectangular box for link shares.



WHAT'S NEXT?

Now that you've finished creating your Mindmaps, you're ready to take your marketing efforts to the next level.

If you want to hone and develop not only your Social Media expertise, but learn new skills that will make you a well-rounded, full-stack digital marketer, you're going to want to [join DigitalMarketer Lab+](#).

As a member of [DigitalMarketer Lab+](#), you will be trained and certified in the following disciplines:

- Social Marketing
- Digital Strategy
- Content Marketing
- Paid Advertising and Customer Acquisition
- Search Marketing
- Email Marketing
- Copywriting

...and so much more.

These are the same trainings that we use to train our own team members here at DigitalMarketer...



...and we made them available to you.

You'll rest easy knowing your marketing is being done right. We'll make sure you stay up to date on what's working RIGHT NOW.

So, whether you're a founder, freelancer, agency, or a full-time marketing professional, if your goal is to level-up your skills and your income... [Lab+](#) is the place for you.

JOIN FOR FREE TODAY »

