



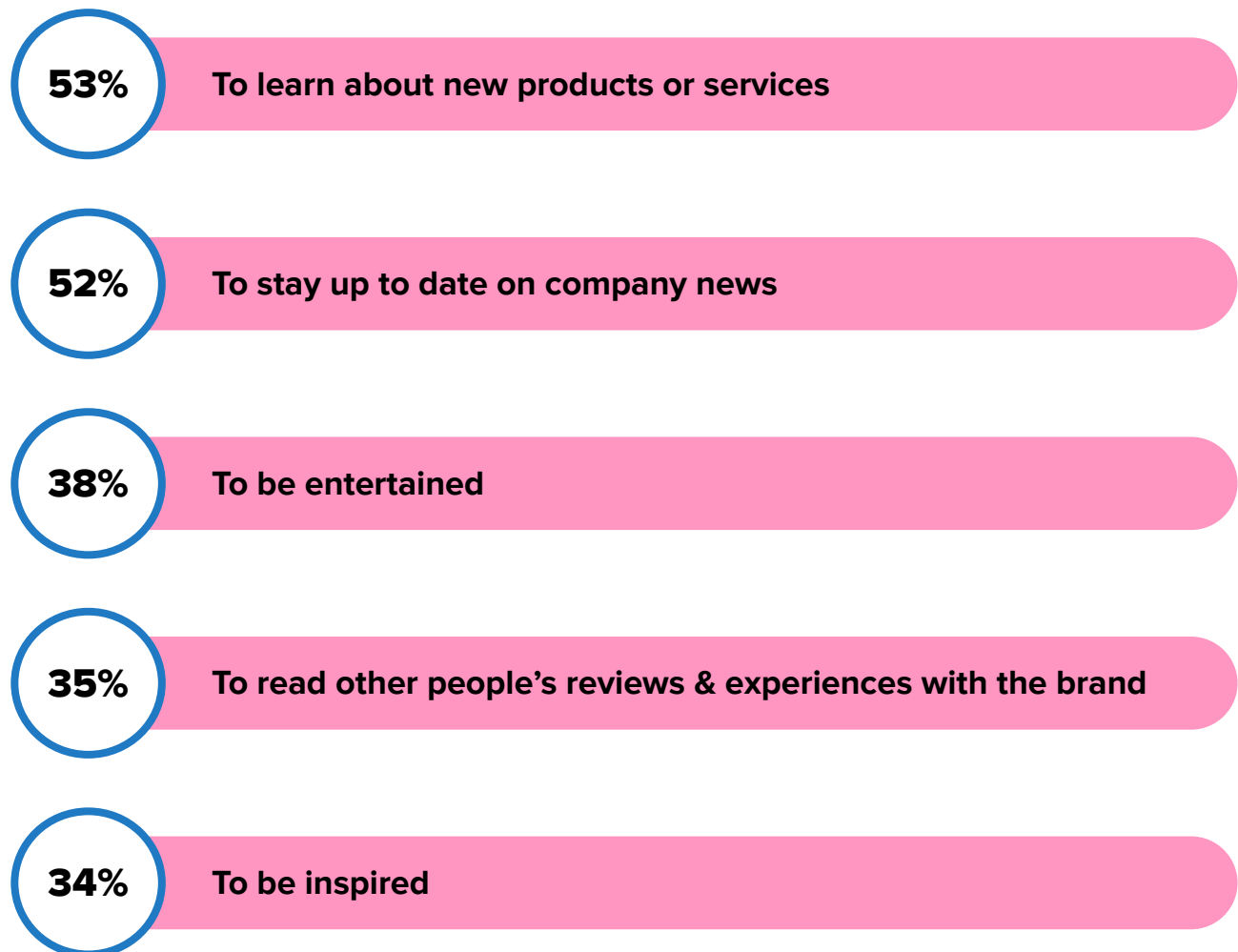
Find the ideal social media content mix for your brand

Social media marketers know that content is king. It reigns supreme because it has the power to inform, inspire, entertain, build connections and turn new audiences into loyal followers. But there's no such thing as a one-size-fits-all social content strategy. Your business' goals, brand identity, creative resources, budgets and more dictate your social content portfolio mix.

On the next several pages, you'll find data, an assessment and visualizations that will help you determine the mix of content themes and formats that are ideal for your brand.

Before diving into the assessment, it's important to remember why people follow brands on social in the first place. According to the [Sprout Social Index™, Edition XVII: Accelerate](#), consumers turn to social for information above all else.

Top 5 reasons why consumers Like or follow brand pages on social



[Download Sprout's free social media audit template](#) to establish a baseline, evaluate your current content and find ways to mix it up.

What is your ideal social content mix?

Complete the assessment below to understand, adopt and visualize a mix of content that fits your business. Select the responses that most accurately describe your business goals, social team capabilities and available creative resources.

Final results are based on data from the Sprout Social Index™, Edition XVII: Accelerate and insights from Sprout’s own social experts.

What are your key objectives for the next year?

<input type="checkbox"/> A. Establishing our brand identity and reaching new audiences
<input type="checkbox"/> B. Growing an engaged community
<input type="checkbox"/> C. Supporting customer acquisition and driving sales
<input type="checkbox"/> D. Generating social proof and leveraging user-generated content

Which metrics are you most interested in improving on social?

<input type="checkbox"/> A. Awareness
<input type="checkbox"/> B. Engagement
<input type="checkbox"/> C. Conversion
<input type="checkbox"/> D. Brand affinity & advocacy

Which of the following do you see as a strength in your business?

- A.** We offer a product or service that's missing from the current market.
- B.** We know our audience and consistently speak to their wants and needs.
- C.** We have executive leadership who sees social as a business growth engine.
- D.** We have a stable, loyal and enthusiastic customer base.

How much authority does your social media team have over your social content strategy?

- A.** The social team writes the messaging but we're frequently told what to post by marketing leaders and are required to get their publishing approval for each post.
- B.** We're given content assets to support larger marketing campaigns but, for the most part, the social team decides the direction of our content strategy and engages freely with our community.
- C.** The social team writes the messaging and also works with the larger marketing department to build a content strategy that drives our audience through the funnel.
- D.** The social media team is autonomous, trusted and the authority on brand identity, the voice of the customer and which content will best support business goals.

What is the extent of the creative resources at your social team's disposal?

A. We have a limited library of photos, create graphics using free tools like Canva and frequently repurpose corporate marketing assets.

B. We have a robust library of brand imagery, but limited video resources, so we occasionally get scrappy with creator-style videos like Reels and UGC.

C. We get support from a creative department or agency that creates net-new creative assets on an as-needed basis.

D. We regularly collaborate with a creative department or agency to develop photography, video and graphic designs for our upcoming social content calendar.

How much flexibility does your social media team have over your social content strategy?

A. We're box-checkers and rarely have an opportunity to stray.

B. We test what works for our audience.

C. We do a lot of A/B testing and implement changes that drive the greatest ROI.

D. We're willing to try anything as long as it's aligned with our brand identity.

If you selected mostly “As”

Persona: Awareness Amplifier

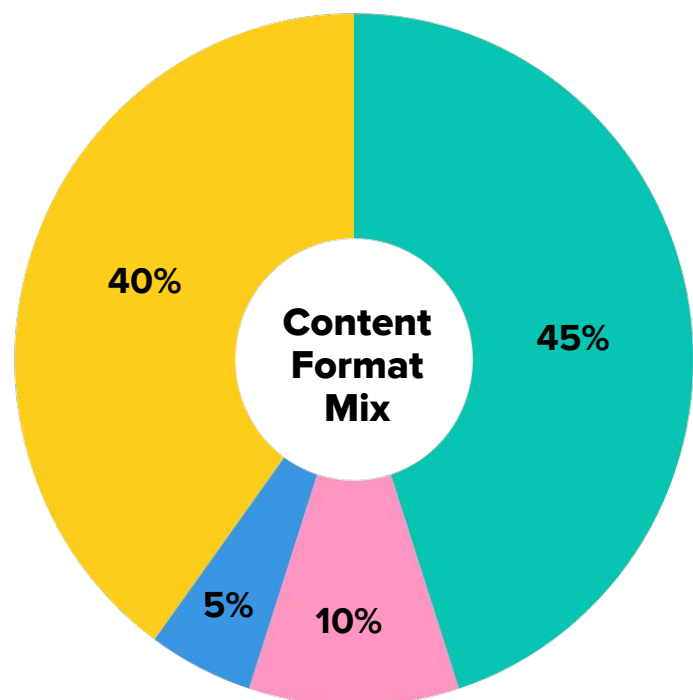
Your work for a business that’s focused on building brand and product awareness, reaching new customers, and increasing share of voice among competitors.

With a small social media team and limited creative resources, you have to be scrappy with what you have, while still supporting business goals.

Start by prioritizing corporate content and establish a brand identity in your industry before experimenting. Keep track of which content consistently extends your reach and engages your audience. Then, use that data to fine tune your strategy and keep producing the kind of content that puts all eyes on you.

Content Themes to Prioritize

- Products, services and company information
- Product and service demos or tutorials
- Thought leadership
- Your brand in the news and other media placements
- Sales and promotional content
- Employer branding



 **Photos**

 **Videos**

 **Links**

 **Plain Text**

If you selected mostly “Bs”

Persona: Community Creator

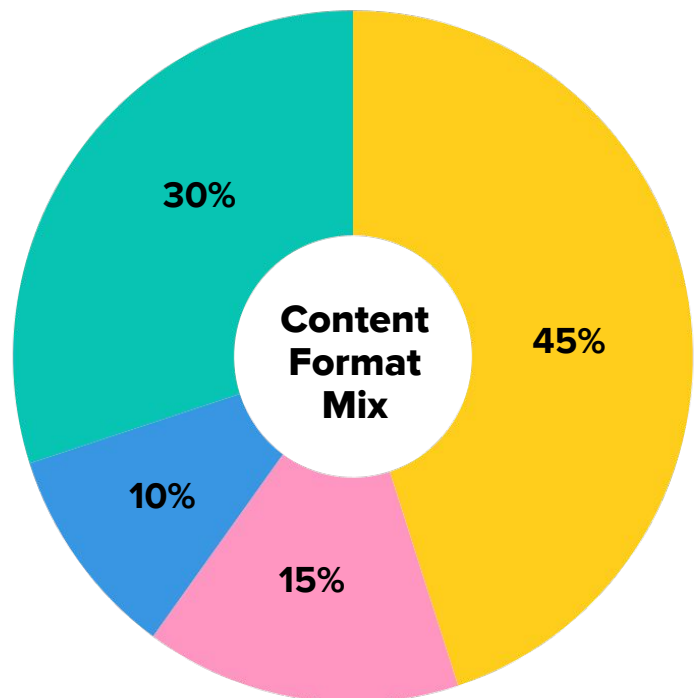
Your social strategy is all about catering to the needs of your audience and building two-way relationships.

You have a small-medium size team with the ability to trade off publishing/engagement tasks while others develop creative content.

Give your community reasons to stay engaged. Talk to them. Share resources, entertainment and offers exclusively tailored for them.

Content Themes to Prioritize

- User-generated content
- Business updates and information
- Customer stories and testimonials
- Special offers and exclusives for your community
- Community questions, polls and other conversation starters



 Photos

 Videos

 Links

 Plain Text

If you selected mostly “Cs”

Persona: Looking for Leads

Your social team is closely aligned with business goals, the primary ones being customer acquisition and revenue growth.

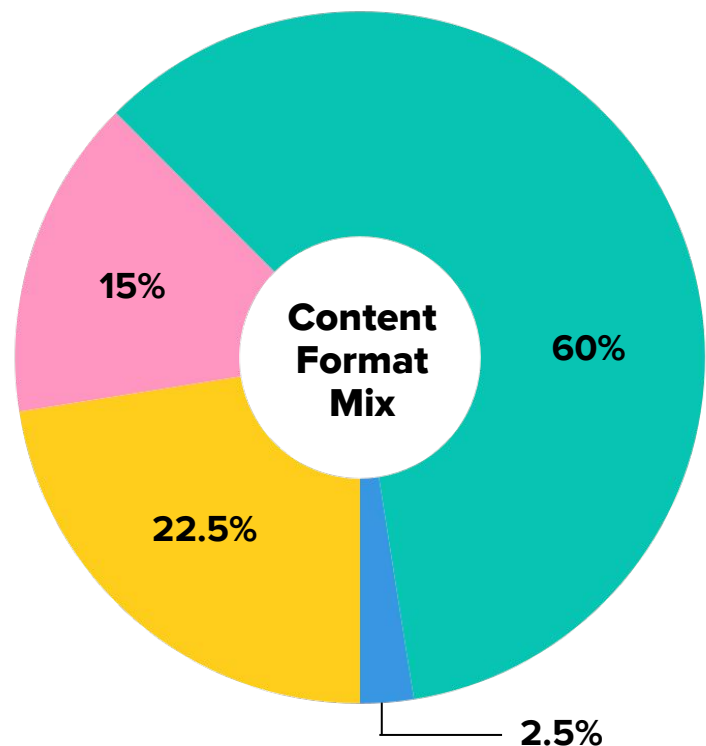
With the support of the larger marketing department and dedicated creative resources, you're equipped to develop and publish a diverse content mix, as long as your business sees the ROI.

Continually test which content formats, visual assets and themes drive conversion organically and then develop a paid strategy around the results.

In your social posts, make sure to include strong CTAs and links to your website, online store and social commerce shops to maximize conversions.

Content Themes to Prioritize

- Social commerce and shoppable posts
- Case studies, customer testimonials and other social proof
- Your brand in the news and other media placements
- Promotional offers
- Company awards and accomplishments



 Photos

 Videos

 Links

 Plain Text

If you selected mostly “Ds”

Persona: Flexible Freedom

You’re in a social media sweet spot. Your brand identity is recognizable and you’ve established a loyal following, which gives you room to play.

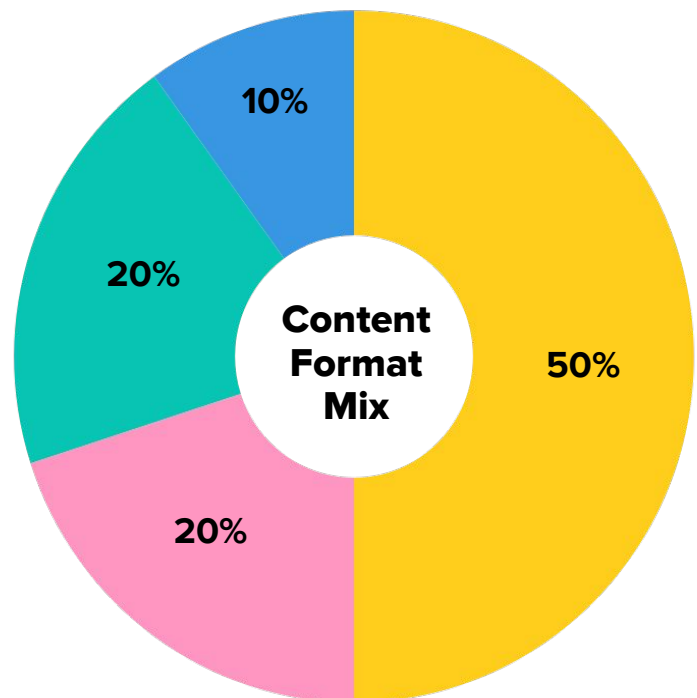
Your social team has a close relationship with creative and works together on social-first campaigns, but you’re also trusted to use your own photography and create quick-cut videos for TikTok or Reels.

If you’ve got the freedom to experiment, flaunt it—but make sure you’re still providing useful information to your audience and not relying solely on entertainment and creative assets to carry your strategy.

Share employer branding and company culture content so people know what’s going on inside their favorite brand, not just on social.

Content Themes to Prioritize

- Influencer and creator collaborations
- Employer branding and company culture
- Behind-the-scenes details
- Product and service tutorials
- Contests and promotional offers



 **Photos**

 **Videos**

 **Links**

 **Plain Text**

If you selected responses all over the map...

Persona: A Bold Blend

As you took the assessment, you found yourself identifying with more than one answer at a time. You're a little bit of everything, and frankly, that's going to be true for a lot of social media marketers.

No matter where fall on the spectrum of personas outlined here, the best strategy is to trust your data.

Only 48% of marketers surveyed for the [Sprout Social Index™, Edition XVII: Accelerate](#) said they use social data to develop creative content, so there's a huge opportunity on the table for the majority of marketers. Data is the key to customizing your content for your specific audience, goals and objectives.

Social data isn't just KPIs and quantifiable metrics. It includes the qualitative insights you gain from the conversations you have with your audience, the feedback they give and the sentiments they share. Implement a way to keep a record of the most valuable insights from your audience, like tagging inbound messages or keeping a running spreadsheet.

In your position, it's important that the social media team doesn't sit in a silo. Communicate, brainstorm and build relationships with peers in your marketing department and beyond. Stoking fires across your organization can inspire new, goal-driven, creative content while also helping "outsiders" see social differently.



[Download this toolkit](#) to build an internal reporting system that brings social and key stakeholders from other departments together.

Social content is the difference maker

For more information on what makes social content stand out, check out Sprout's Content Benchmarks Report, which takes a closer look at data from latest Sprout Social Index, Edition XVII: Accelerate.

[Download The Report](#)

About Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care and advocacy solutions to more than 25,000 brands and agencies worldwide. Sprout's unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn. Learn more at sproutsocial.com.