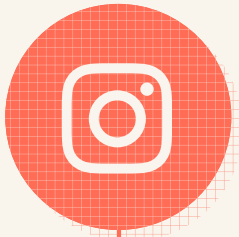
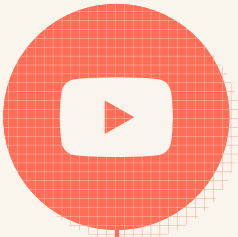
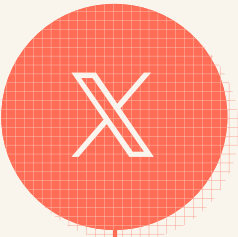
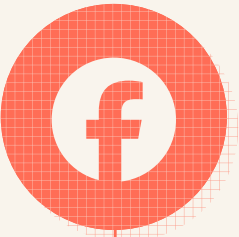
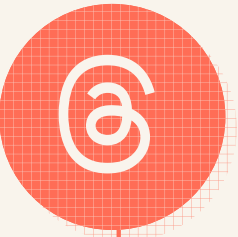
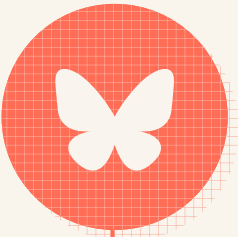


Your Social Expectation Matrix

									
KEY CONTENT PILLARS	Trends	Visual inspiration	Networking Learning	Learning Entertainment 	Community-driven	Learning Entertainment	Community-driven	Casual conversation	Community-driven
EXPECTED BRAND TONE	 Authentic Playful	Aspirational Relatable	Educational Professional	Authentic Educational	Authentic Transparent	Authentic Educational	Authentic Transparent 	Conversational Transparent	Authentic Transparent
POPULAR CONTENT TYPES	Challenges Collabs Behind-the-scenes content	User-generated content Behind-the-scenes content	Articles Video Livestreams Case studies 	Video Tutorials Livestreams	Video Tutorials Livestreams	Video Tutorials Livestreams	Text posts Video Behind-the-scenes content	Threads Live posting Q&As	Text posts Video Behind-the-scenes content
STRONG INDUSTRIES	Entertainment Cosmetics Lifestyle	Retail Fashion CPG	Finance Tech B2B	Gaming Entertainment Reviews 	Gaming Entertainment Reviews	Gaming Entertainment Reviews	Restaurants Real estate Travel	Lifestyle Entertainment CPG 	Restaurants Real estate Travel

Use this matrix as a starting point, but remember that while every platform has its quirks, the fundamentals remain consistent: consumers reward listening, adapting, and showing up authentically. Let these insights guide your approach, while continuing to experiment and evolve alongside your audience.