

# Examples of great posts types



Social media

# Company news

Source:

NASA on Facebook

Why is it good?

They encourage people to be a part of an amazing event - agency's first attempt to touch down on the surface of asteroid Bennu and collect a sample



NASA - National Aeronautics and Space Administration added an event. 14h · 🌐

TUES, 20 OCT AT 23:00 UTC+02

Touch Down on Asteroid Bennu – #ToBennuAndBack Virtual NASA Social

Other · 6,283 people

Interested

👍❤️😮 4.2K

29 comments

# Videos

## Source:

Tesla on Twitter

## Why is it good?

This video shows the Tesla car in action on one of the most challenging tracks. It brings emotions and excitement.



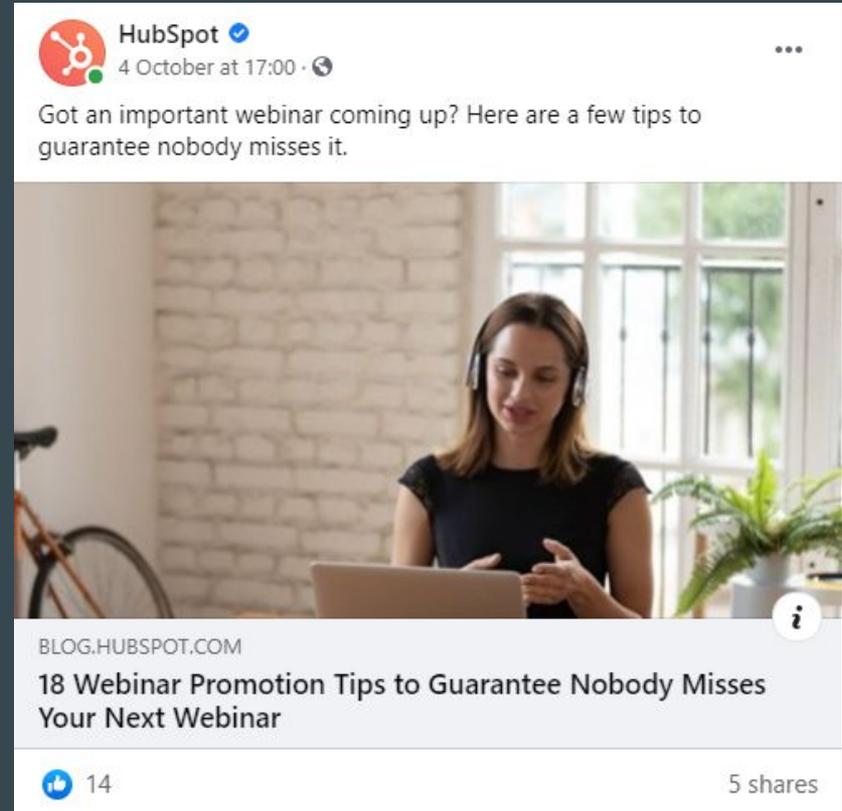
# Link to your blog articles

## Source:

Hubspot on Facebook

## Why is it good?

They published an article that is super relevant to most of the companies due to COVID-19 situation (everybody hosts webinars)



HubSpot  

4 October at 17:00 · 

Got an important webinar coming up? Here are a few tips to guarantee nobody misses it.





[BLOG.HUBSPOT.COM](https://blog.hubspot.com)

**18 Webinar Promotion Tips to Guarantee Nobody Misses Your Next Webinar**

 14  5 shares

# Interaction post

Source:

Starbucks on Facebook

Why is it good?

It engages people in a discussion regarding products of the company

**Starbucks UK** ✓  
21 August · 🌐

Lock in that Friday Feeling with a Starbucks Frappuccino®. What flavour do you fancy?



👍❤️😬 342      136 comments 12 shares

# Competition

Source:

Cosabella on Instagram

Why is it good?

Cosabella expanded its reach, generated likes, follows and comments for a reasonable price



# Visual content/photos

Source:

Vogue on Instagram

Why is it good?

They encourage people to be a part of an amazing event - agency's first attempt to touch down on the surface of asteroid Bennu and collect a sample



# Backstage look

Source:

Cristiano Ronaldo on  
Instagram

Why is it good?

He shows his followers  
his private life, what he  
do in his free time, that he  
lives like the normal  
person too.

