



— CONTENT GUIDE FOR —  
SOCIAL MEDIA POSTS

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## TOPICS AND TIPS

### Situations that can generate engaging social media posts:

- Distributor and dealer demo events
- Customer/dealer/distributor training events
- Trade show booths/displays
- Staff volunteering time in their communities
- Visiting customers (contractors or golf course superintendents) out in the field
- Projects – completed or in progress (if completed, please show the system in operation)

### Photography/video tips:

- Photos with people (and animals) in them are often far more interesting on social media than those without
- Videos for social media should not be more than 15 seconds in length
- Please shoot photos and videos at the highest possible resolution; do not downsize them
- [This video](#) provides a basic overview of how to take good videos and still images for social media

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**Please send your social media questions or content ideas to:**

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