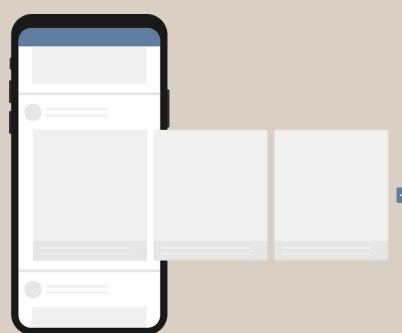


# WHICH CONTENT *format do I use?*



## REELS

- trends with popular sounds applied to your niche
- tutorials
- behind the scenes
- entertaining content
- educational tips + tricks



## CAROUSELS

- deep dive into specific topics
- case studies or testimonials
- showcasing features and benefits of a service or product
- high-quality images



## GRAPHIC

- infographics
- photo + storytelling
- memes
- news + updates
- quotes and motivational content

## LIVES

- q and a session
- live tutorials
- conversations
- product showcase
- behind the scenes



## STORIES

- connecting with the community
- polls + interactive elements
- behind the scenes
- q and a session



Did you know female **monarch butterflies** have taste receptors on their feet that help them find food and host plants?