



## **The 6 Types Of Social Media Content That Will Give You The Greatest Value**

**Keywords**

**Hits** 309

**URL**

### **Infographics**

Infographics are the most socially shared form of content. The data's in Infographics have more virality than presentations and documents!

It's still true.

### **Interactive Content**

Interactive content is all the rage. Interactive media normally refers to products and services on digital computer-based systems that respond to the user's actions by presenting content such as text, moving image, animation, video, audio, games, etc.

### **Content That Evokes Strong Positive Emotion**

If your social media content doesn't spark people's emotions, then it probably won't get shared very much.

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## Content With Images

It shouldn't be a surprise that image-rich content is incredibly shareable.

Data for this comes from all kinds of sources, but some of the most compelling statistics

## List Posts

People love to share lists and infographics.

## Newsworthy Content

In raw numbers, news articles get more social shares than any other type of article.

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