



50 State Network  
*Social Media*  
Content Pillars

Content pillars represent the cornerstones of your content. They are the main categories for what you will post to ANY social media platform. Select 5-10 of the content pillars below to guide your social media content. Rotate through the ones you choose and use them as a guide to keep you consistent.

### GENERAL

- Expert Tip
- Behind the Scenes
- Quote/Affirmation/Mantra
- Testimonial
- Question/Poll
- Checklists
- "How to"/Tips
- Case Study/Report Feature
- Shout-out
- Free Resources
- Celebratory/Holiday
- Facts/Statistics
- Blog Highlight
- Events

### NETWORK SPECIFIC

- Mizzen By Mott
- America After 3PM Spotlight
- This is Afterschool Spotlight
- Million Girls Moonshot
- Funding Opportunities
- National Events/Campaigns
- OST Awareness
- Program Spotlight
- Curriculum/Activity Ideas
- Professional Development/Training
- News/Announcements
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

