

# CONTENT PILLARS



If you're asking "What do I post after the first month?",  
use these pillars as a repeatable framework:

01

## EDUCATE

Insurance Tips, Retirement Facts, Medicare Information, etc.

02

## PERSONAL

Behind the scenes, Community Events, Family, Hobbies, etc.

03

## SOCIAL PROOF

Certifications, Testimonials, Milestones, Client Success Stories (without personal information), etc.

04

## BUSINESS

New Products, Carrier Announcements, Office Updates, Events, etc.