What Type Of Content Should I Use On Social Media? DECISION TREE

Are you an expert on the subject matter?

Yes → Is the content an original thought?
- **Yes** → Create!
- **No** → AI-assisted!

No → Is the purpose to educate or inform on a topic?

Is the purpose to educate or inform on a topic? → **No** → Does it need to be branded?
- **Yes** → User Generated Content!
- **No** → (nothing shown below No diamond under "Does it need to be branded")

Is the purpose to educate or inform on a topic? → **Yes** → Is it important that the content be published on your site?
- **No** → Curate!
- **Yes** → Syndicate!

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