

# CONTENT ENGAGEMENT BANDWIDTH

*"One's potential and propensity to interact with, comprehend, and care about your content."*

## 3 Factors of Content Engagement Bandwidth

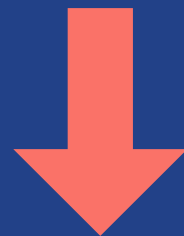
High Engagement

Low Engagement



1

Cognitive Load



Familiar Topic  
Easily-Digestible  
Short-Form

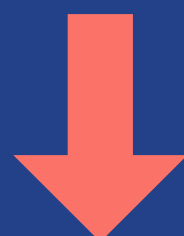


New Topic  
Dense/Complex  
Long-form



2

Motivation



Interested  
Community  
Rewarding



Unmotivated  
Disconnected  
Dull



3

Capacity



Available  
Alert  
Rested



Busy  
Stressed  
Tired