

50 IDEAS FOR YOUR SOCIAL MEDIA STRATEGY

The #1 thing I hear from my clients is that they lack ideas for content and know they should be posting on social media on a regular basis but simply don't know what to post about and where to start!

THE MAIN THING TO REMEMBER IS THAT:

- 80% of your content should be: Educational, Informative, Engaging and Entertaining
- 20% Sales/Promotion

BEFORE POSTING THINK OF THIS:

- People will get to KNOW you
- Then they will start to TRUST you
- Then they will BUY from you

CONTENT IDEAS:

1) QUOTES: HUMOUR, INSPIRING OR MOTIVATIONAL

Quotes work really well as everyone loves a good quote! Post them as is or use a program like Canva, PicMonkey or so many more!

2) FILL-IN-THE-BLANK POSTS

If you had a million dollars what would you spend it on? If \$\$\$ wasn't an issue what would you implement in your business ect? Choose a fill in the blank statement for your followers.

3) POLLS

Most people will click on your poll than answer a question! Include a few polls a month in your feeds. Bonus you can do these directly on Facebook or Twitter.

4) BEHIND THE SCENES

People want to see what happens in your business, they want the candid, they want to see your products, they want to see who else works there and what happens on a regular basis. Give them a glimpse of your day/week.

5) INDUSTRY STATS OR DATA

Is there something crazy new or interesting happening in your industry? Chances are someone is interested in this too so share it along!

6) QUESTIONS

I always tell my clients that if someone asks you a business question most likely someone else has the same question so answer it publicly! You can easily share 1 question a week and even have it as a recurring post such as Q & A with _____ every Friday.

7) REPURPOSE OLD CONTENT

The internet is BUSY and moves VERY fast! Even

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though you have shared something last month it doesn't mean that all your followers have seen it since you know algorithms so if the information is still accurate share it again!

8) INFOGRAPHIC

Great way to share useful information and make it user friendly and fun. Create your own infographic or find one already relevant to your business or industry.

9) SHARE A HELPFUL TIP

Everyone has tips to offer! Related to your business, to work life balance, to parenthood.. People love tips and hacks! You know them? Share them!

10) ASK FOR A REVIEW OR TESTIMONIAL

Encourage your followers/customers to share their experience! If someone has had a good experience and leaves you a review most likely someone else has had the same experience and they will also give you the praise and high fives!

11) FAN PHOTOS

Ask your fans to share pictures of your product, brand ect. The more you share of their stuff the more they will do it.

12) RECOMMEND A TOOL/APP

Do you have a tool or an app that you absolutely couldn't run your business without? Share the

wealth with your followers! They may even share with you an app or tool that could help you!

13) FAVOURITE BOOKS

Share a favorite book and ask your followers what their favorite book is. Either personal or business book preferences both work as interactive posts.

People LOVE to answer questions about themselves so ASK them their thoughts

14) SHARE A FAVORITE PODCAST

Podcasts are VERY hot right now and there is podcast on pretty much every industry and niche so share your favorite podcasters and ask your followers who they like to listen to!

Bonus ask them where they like to listen to podcast maybe an opportunity to do a poll? (Shower, Driving, Walking, Cooking ect)

15) SHARE A FAVORITE BLOGGER

Along with podcasts, blogs are still very popular! Do you have a blog or follow a blogger that you love? Share it with your followers, they may suggest someone that could help you!

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16) SOCIAL SHOUT-OUTS TO LOCALS

Social Media is all about relationships & connections! Have a favorite local business? Favorite restaurants? Favorite Supplier? Promote them and make sure to tag them so they can share with their followers that you are a loyal client of theirs!

17) SHARE A WORK LIFE/BALANCE TIP

Everyone is trying to achieve work life balance, have you figured it out? Or have tips? SHARE them we want to know!

18) ASK FOR ADVICE

Need advice for your business? What service should you offer? What products should you create? What type of content you should create? ASK! People love to give you their opinion.

19) SHARE A THROWBACK THURSDAY MOMENT

People want to know how you got to where you are. When did your business start? How did it start? Did you start in another location? Another province? Country? Throwback Thursday is still a thing! Find some company history and share it!

20) PERSONAL WEEKEND POST

Even though you may have the weekend off, your business/brand shouldn't always take the weekend off. Some appropriate weekend content can be a little bit more personal! Have a

favorite restaurant you hit up every weekend, go to the gym, go for a hike, hang out with friends? Share that with your followers (As long as it's appropriate!)

21) PHOTO CONTEST

Hold a photo contest! Ask customers to share their best use of your product.

22) CAPTION THIS

Ask your customers to caption this on a picture you share!

23) SHARE A YOUTUBE VIDEO

This can be a youtube video that you created OR a pre-existing video that is related to your industry (always make sure to give credit and tag whoever you are sharing.)

24) SHARE BREAKING NEWS

Is there breaking news happening in your industry? SHARE it!

25) GO LIVE!

Videos and Live video is HUGE right now! Plan a weekly show or go live at events.

26) OFFER A FREE E-BOOK OR FREEBIE OF SOME SORT

Ask them to sign-up for an upcoming webinar/ training/workshop or to download your free e-book.

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27) PROFILE EMPLOYEE/OWNER

Solopreneur or self-employed and have no staff? Have a cat/dog/child? They are staff and people love when you profile them.

28) TRUTH OR FALSE QUESTION

Create a buzz or conversation by asking a truth or false question related to your industry.

Have an upcoming sale on a product your customers love? Promote it online!

29) PROMOTE A SALE

Have an upcoming sale or new product? Promote it to your followers!

30) AWARDS OR ACCOLADES YOU'VE RECEIVED

Have you been nominated for an upcoming award or received one in the past? Pat yourself on the back and let others know that you are doing amazing things!

31) ATTENDING AN EVENT?

Take pictures and promote the event live or the following day. Let people know that you are out and about networking or that you support a specific cause.

32) THANK YOUR FANS

This may seem like common sense, but most people don't do this! Thank the people who keep your business open!

33) PROMOTE A CHARITY

Does your business promote a specific charity yearly? Attend a golf tournament, gala or do a campaign drive for them? SHARE IT!

34) CONTESTS/GIVEAWAY

Hold a contest or a giveaway! Before doing this PLEASE read the most up to date rules or seriously ask me! Do NOT do a Like & Share contest on Facebook!

35) SNEAK PEEK

Have a new product/service or event coming up? Give your fans a sneak peek and have them wanting to come to the event or buy the product!

36) PROMOTE NEWSLETTER

Do you have a weekly, bi-weekly or monthly newsletter? Do people know that you have one? Promote it!

37) SHARE A BLOG POST

Do you have a blog? Promote your own blogs as you write them! Don't have a blog? Share content from one of your favorite bloggers.

38) COMPANY/PRODUCT VIDEOS

Have a new promo video out? SHARE IT!

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39) MEMES OR GIFS

Everyone loves a good meme or gifs! Ask your followers to share their favorite on a post and create engagement.

40) HOLIDAY POSTS

There's some crazy holidays out there! Celebrate the more common ones but also find some of the crazy ones! Did you know there's a national Nachos day? Grilled cheese day? Beer day? Celebrate them!

41) LINK TO FREE RESOURCE

Everyone LOVES freebies! Share a FREE resource that you use and think your followers could also take advantage of.

42) JOB LISTINGS OR NEW TEAM MEMBERS

Hiring or just hired someone new? People want to know whose behind your brand!

43) HOST A LIVE Q & A ON FACEBOOK, A TWITTER CHAT OR AN INSTAGRAM LIVE

People want to ask you questions! Give them the opportunity.

44) HOW TO VIDEOS

The DIY world is HOT and people want to know how to do ALL the things. Teach them!

45) PRODUCT REVIEWS

Ask people to review your products and share their reviews with their followers.

46) SPOTIFY PLAYLIST

Do you have favorite songs that you like to listen to while working? Driving? Cooking? Make a spotify playlist and share it with your fans!

47) USER GENERATED CONTENT

UGC is amazing and so easy for engagement! Ask your fans to tag you in their posts and engage with them and share with your followers!

48) REGULAR SERIES

Do you have something that happens weekly that could be of interest to your fans? Start a live series! Or simply take some short videos and share it with your fans!

49) SURVEY

Create a survey related to your business or industry and ask your fans to help you out by filling it out.

50) PROMOTE PARTNERS/SUPPLIERS

Do you work with partners or suppliers that you LOVE? Share your love for them publicly!

Book a Consult:

GET STARTED