

SOCIAL MEDIA CONTENT

ideas



15 Content Ideas

1. Share a customer testimonial or success story.
2. Ask your audience a question related to your industry or niche.
3. Post a motivational quote that has influenced you
4. Show a behind-the-scenes photo/video of your team/you at work.
5. Share a useful tip or trick related to your product or service.
6. Create a poll and ask your audience to vote on a particular topic
7. Share a case study or research findings related to your industry.
8. Recommend a book, podcast, or article that your audience might find interesting or useful.
9. Celebrate a milestone or anniversary related to your business.
10. Conduct a "Meet the Team" post where you introduce your staff or highlight an employee's achievements.
11. Post a "Did You Know?" fact related to your industry or product.
12. Share a sneak peek or teaser of an upcoming product or project.
13. Share a customer spotlight or feature by highlighting a loyal or enthusiastic customer and their experience with your brand.
14. Post a quick and helpful tutorial or demonstration related to your product or service. This can include a step-by-step guide or a how-to video.
15. Share a curated list of your favorite tools, resources, or websites related to your industry.

Planning Your Content Calendar

Use recurring themes every month to make planning your calendar a breeze.

This is our go-to formula for 8 posts per month.

Post #1: About You / Your Business

Post #2: Highlight a product or service

Post #3: Why someone works with your business

Post #4: How you work with your customers

Post #5: What makes you / your company different

Post #6: Share something about your industry or product/service

Post #7: Customer Testimonial

Post #8: Success Story



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