

CONTENT IS KEY

50 SOCIAL MEDIA POST CONTENT IDEAS

1. Speak about a new piece of work or equipment.
2. This or That posts - Ask users opinions about something. Which colour should you paint? Which pair of jeans do they prefer?
3. Quotes - Inspiring or motivational quotes with a hint of your brand always work magic.
4. Ask a question. There is no better way to create engagement than asking questions. Keep it simple and relevant to your business.
5. Fill in the blank.
6. Share your achievements. This will not only motivate your existing customers to engage more but also make new, potential fans to try out your services.
7. Funny posts. People love to read funny things and such posts are also known to create a healthy engagement in the form of comments.
8. Industry statistics. Share interesting industry updates, data and statistics is interesting to those who love data!
9. Behind the scene posts. ex. a video of work being done or how a product is built.
10. Product videos.
11. Caption this.
12. Profile an employee.
13. Answer a FAQ.
14. Customer reviews.
15. Tips and advice
16. Product photos.
17. Post a challenge.
18. Memes. Besides sharing regular images, you can also post memes and jokes along with your content on social media.
19. Photos that are irrelevant to your business, yet somehow relevant. For e.g., if you run a cafe business, you can post eating tips, health tips, etc.
20. Run contests. Post a contest related to your brand and encourage people to join it. It will not only create engagement but also help you get new followers.
21. Holiday Posts. Wishing a holiday isn't enough. Do something different to show how excited you are.
22. Ask fans to share photos of products.
23. Conversations with influencers. Host a live conversation with a leader or prominent figure in your community or industry. Customers love it when real customers endorse their favourite brands.
24. Case studies. Sharing detailed studies of your existing projects is a great way to deliver trust for your fans.
25. Share cute things. People love cute things weather relevant to your brand or not.
26. Share a book recommendation that they might find useful that aligns with your brand.
27. Post a job.
28. Have an employee share their favourite instore products.
29. Share an explainer image. If your production process can be explained in 3-4 steps, an explainer image/collage for the same can make it visual.
30. Re-share blog posts
31. Live Videos - show them around your shop.
32. Throw back photos
33. Fun facts.
34. Sign up links or forms.
35. Share an image gallery of your office party or product launch or anything else.
36. Participate in causes and share what you are doing!
37. Organize a photo contest
38. Success stories! Feel free to share even little successes with them.
39. Make use of trends, Bottle flip challenge, ALS water challenge, etc.
40. How to Tutorials.
41. Industry news
42. Q & A Sessions
43. Share music.
44. Ask for predictions. Predict weather, the winner of the Stanley Cup, who will win in a local hockey game?
45. Like this post if you did something similar.
46. Share if you did something similar.
47. Post maintenance notices. Now is the time to clean your ball gloves. etc.
48. Little known holidays.
49. Ask a truth or myth question related to your product.
50. Organize an instant giveaway or sale.