

SOCIAL MEDIA POST IDEAS

Do you struggle to come up with ideas to post on your social networks? Well, I've come up with 30 post ideas to keep you going for a whole month. Try them today!

- 1 **Take a picture of your workspace**
Give people the chance to look behind the scenes and get to know your business and build the trust they need to become a customer.
- 2 **Answer a question**
Do you answer a lot of the same questions from your customers? Use social media as an opportunity to answer these questions.
- 3 **Who's new on your team?**
If you employ people, introduce any new team members and let your audience know more about what they will be doing.
- 4 **Share something popular**
If you have a popular product in your shop or website, or a popular blog post, chances are it will be popular on social media too.
- 5 **Interview a customer**
We love nothing better than to hear from other people who are thinking of buying a product or service. Interviewing a customer gives your followers that chance.
- 6 **Post a fill-in-the-blank**
These types of questions are a bit of fun on social media. They let your followers freely engage with your post and share their ideas.
- 7 **Share something about a community event**
Are you going to a local event that you're really looking forward to? Sharing it with your followers is a great way to show how you get involved in the community.
- 8 **Share something funny**
Entertainment is a big reason people use social media. So why not try sharing something funny? But remember to stay true to your brand.
- 9 **Share your story**
How did you get started with your business? Your followers will be interested in your story and what motivated you to become a business owner.
- 10 **Share someone else's content**
You don't have to create all the content you share. In fact, sharing other people's content is a great way to build relationships.
- 11 **Post a #TBT (Throw Back Thursday)**
Look back at all the photos you've taken whilst you've been in business. There's lots of content there for you to share with this popular hashtag.
- 12 **Post something seasonal**
Think about how you can use the different seasons to create posts. If it's summer, post something holiday related. Or if it's November, post a countdown to Christmas.
- 13 **Share an inspiring quote**
Quotes that motivate people are very popular on social media. Think about what would inspire your followers and share a quote with them.
- 14 **Highlight a customer of the month**
We all love a shout out and your customers are no different. Put one in the spotlight and give them a chance to shine.
- 15 **Share something about an event you attended**
If you attend events, such as networking events, share a photo and tell your followers something about the event you liked.
- 16 **Share an attention-grabbing statistic**
Do you read blogs or magazines around your industry? You'll find lots of statistics that your followers would be interested in.
- 17 **Ask your audience a multiple-choice question**
Let fans offer their input with a multiple choice question. This is a great way to boost engagement and also gives your audience the chance to share their ideas.
- 18 **Create a video featuring people or products**
You don't need fancy equipment, just your smartphone. Use it to shoot your staff in action or the newest or most popular products you have.
- 19 **Do a repeat of something that worked well**
Did a particular type of post work really well? Use that as inspiration to craft another post of that type to engage your followers.
- 20 **Share your latest email newsletter**
This is a great way to get your newsletter in front of your social media followers. Let them know that they can receive it too by joining your email list.
- 21 **Edit and share an image**
There are lots of image editing apps you can use. I like Snapseed. Use this to edit an photo you've taken and share that with your followers.
- 22 **Link to an infographic your followers will enjoy**
Infographics are an easy way to digest complex information. Think about your industry and find an infographic that your followers will find useful.
- 23 **Correct a common misconception about your business**
Is there a view of your business or industry that isn't quite right? Posting on social media is a great way to tell your followers the facts.
- 24 **Share your favourite book**
Is there a book you love, or something that's been on your reading list for a while? Share this with your followers and ask them to comment with their favourites.
- 25 **Give a shout out to another local business**
Don't you love it when someone recommends your business? Why not do the same for another local business. They'll love you for it.
- 26 **Show off your expertise with a helpful tip**
Is there an additional use for one of your products? Or maybe you've found a quicker way of doing something. Share this as a tip with your followers.
- 27 **Share a celebration**
Is it a team member's birthday? Or maybe your business has an anniversary. Share milestones or birthdays with your followers to make them feel involved.
- 28 **Cross-promote your social networks**
Is ever post following you on all your social networks? Perhaps your followers don't know what else you use. Share with them and ask for a follow.
- 29 **Ask people to join your email list**
Remember that you don't own your followers' data. The social networks do, so make sure to ask them to join your email list.
- 30 **Thank your customers for their support**
We all love a little thank you now and again. Share your appreciation for your customers on your social networks. You can even tag them so they know!