

# POST IDEAS FOR SOCIAL MEDIA

1

Tell a story about yourself. It can be about your motivations, the mistakes you've made or even about your dog. Make it personal.

2

Ask a multiple-choice question. It can be something personal, like which dress you should wear or a professional one, like FB vs Insta.

3

Share your blog post or freebie. Highlight why people should read it.

4

Share a quick tip. Keep it simple, like "Keep in mind, that photos with blue colour on it performs better on Instagram."

5

Post a behind the scenes photo or tell a little sneak peek about what you're currently working on.



6

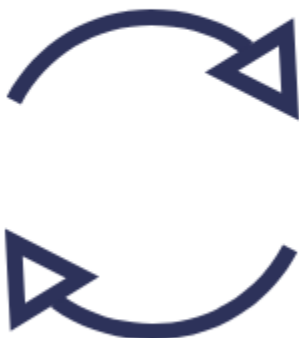
Post an inspirational quote. Tell a few lines about what it means to you if possible.

7

Tell your followers how grateful you are for them.

8

Ask your followers to follow you on other social media.



9

Share one tip, that helps you stay organized. If you're a hot mess admit it with a funny caption.

10

Share your brand values.

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11

Promote one of your products or services.

12

Share how you like to relax after a long day of work.

13

#TBT

Throwback Thursday is a great opportunity tell something about the history of your brand or how it all started.

14

Ask an open-ended question.

15

Reshare. I bet you have at least 5 favourite articles by someone else. Introduce it to your followers.

16

Morning or evening routine. Yoga by the sunrise? A huge mug of coffee? A soothing cup of lavender tea? Share your routine.



17

Show your followers where you work. Don't worry if it's not the beach or a fancy café. #behonest

18

Share an infographic. It can be an existing one you find interesting or create one with Canva.com about an article or product.

19

Ask people to join your email list. tell them why they should do so.

20

Give a shout out to a local business or organization.  
Tip: Use their branded hashtag if applicable.

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21

Ask a fill the blank question.

22

Introduce your new colleague. If you don't have any tell something new about them / yourself.

23

Recommend a book, a movie or a recipe.



24

Answer a FAQ. Don't have any? Think about what can be helpful for your audience and post it in a FAQ format. E.g. "How can I subscribe" than add the answer.

25

Celebrate the weekend or a funny national/international day.

26

Show your product or service in action.

27

Share one of your favourite tools. It can be a physical (your favourite pen as an artist) or an online tool (like a scheduling tool).

28

Share where you are currently. Tell something about that place.

29

Share a few things you can't live without. Ask your fans to choose one they agree on.

30

Say thanks to a business partner or your most loyal fan.

