

75 IDEAS OF THINGS TO POST ON SOCIAL MEDIA

By Christina Robinson



www.green-umbrella.biz

You know that feeling? You have to create the most compelling and engaging content for your brand - but you just don't know where to start! We've all been there so, whether you are new to creating social media content or just suffering from social media writer's block, this book is exactly what you need!

The following list covers just about everything you could possibly post on social media. Whether you are posting from a personal or business perspective, I'm confident you will find this collection of content ideas a useful resource. I'll even go as far as to say you'll never run out of social media content ideas again. Just work your way through the list and I'm sure inspiration will strike.

1. **Quotes:** Whether they're humorous, inspiring or motivational, quotes always perform well. Check out brainy quote, post planner or Wordswag for inspirational quotes. Where you can, double check the origin of your quote to avoid any embarrassing mistakes!
2. **Fill-in-the-blank/'caption this' posts:** Fill in the blank style posts work really well, for example, "If I had £1 million, I would _____". If you can incorporate your brand in the question too that is even better. Alternatively you might be able to upload an image of something funny that is relevant to your brand or your team and ask your audience to create a caption. (You might even be able to turn this into a bit of a competition!)
3. **Polls:** Facebook and Twitter both offer Poll options as Newsfeed posts so make use of this functionality. If you're using stories on Instagram and Facebook you can also use the Poll stickers to get responses from your audience. (E.g. "Which of these books is your favourite?"). Again, this is something that you can easily use to incorporate your brand without selling your services.
4. **Behind-the-scenes photos:** This is a no brainer - but doesn't happen as often as it should! Take candid shots of yourself and the rest of your team, even snapshots of your office or workspace will give your followers an insight into your business. Giving your audience that fly-on-the-wall intimate view of your business goes a long way to building trust and also making you more approachable.
5. **Statistics or data:** This one is especially relevant to brands that are selling to other brands (or B2B as you'll hear them referred to). Share new and relevant industry statistics from credible sources within your industry. These perform really well in terms of retweets on Twitter and shares on LinkedIn and Facebook. They can also spark debate, which is fantastic when it comes to feeding those organic algorithms, so remember to also invite opinion when you share them.
6. **Post a link to an old blog post:** We all put a huge amount of work into creating unique content for our blog or news pages, so where possible recycle this content. Doing this will allow you to gain fresh engagement as well as extending the life of your articles. The golden rule is do recycle content that is Evergreen (i.e. it can be posted at any time of the day, week or year and still be relevant), but don't recycle anything that is constrained by date. (Can you imagine if we posted something today discussing how to get ready for The GDPR, or celebrating the launch of Google For Jobs? That would be embarrassing!)



7. **Questions:** Posing a simple, basic question that your followers can answer quickly is ideal for gaining comments on your social media posts. Where possible, make the post visual so it stands out in the feed, whether it's via a static branded image or a basic MP4 file. People love to share their opinions, so tap into this!

8. **Link to a guest post:** Have you guest blogged for another website? Share (or re-share) a link to that article and tag in the relevant business or people, thanking them for the opportunity to contribute. (FYI - if you're not guest blogging yet, you should be. Add it to your to-do list now!)

9. **Post a branded visual:** We are constantly testing and sharing free tools that you can use to create branded visuals, whether they're static images or animated MP4s. There are tons out there, so pick your poison, but always make sure that you are adding your logo or website URL when you can. A little warning on this one - always protect your brand. Make sure you are using the right colours and the best versions of your logo.

10. **Infographics:** Find an infographic your followers would appreciate. In my opinion, opt for infographics that are easy to understand and not too busy. You might even be able to create your own basic infographics too. (If you're using sources of research that are not your own - just make sure you cite the source.) Infographics can be talking points if they clearly communicate a specific message, so this could be a source of fantastic discussion for your audience from a personal branding perspective.

11. **Product photos:** These work best on visual sites like Instagram. Put your product in a real-life situation to make it come alive; it might be used by a member of your team or a photo shared by one of your customers. (User-generated content is priceless.) Product photos that communicate lifestyle always work better than stark product images. Go for unique angles and think about what else will be in the photo - this is your opportunity to get creative and really show off your products.

12. **Behind-the-scenes product shots:** The production of your products might be everyday to you, but for your audience, gaining insight into what it takes to produce what they're buying can really maximise their feelings towards your brand. This is especially true if you have a story to tell. This is the perfect way to use video content; you can explain the production process and create some excitement around the origin of your products.

13. **Link to a controversial blog post:** Go on... Be brave! There's nothing better for eliciting engagement than a little controversy. There are some topics you should always stay away from, but occasionally controversy can give you a real opportunity to show you are not only an expert in your field, but one with an opinion that can be trusted.

14. **Ask for input on your products:** Remember I said everyone loves an opinion? Your followers will love giving their thoughts on everything from how you could improve your products to what you should create next. This strategy works a treat, especially on Facebook and Instagram. This is the perfect opportunity to get your audience involved and increase loyalty by allowing them to feel invested in the development of your brand and your ultimate success.

15. **Invite Inspiration :** Instagram and Pinterest are both untapped goldmines when it comes to curating stunning visual content. Always make sure you give credit to the source of your visuals if you are sharing from them directly.
16. **Share a helpful resource:** Are you an expert in your field? If so - prove it! Don't be afraid to share content from other sources, just make sure they're valuable and respected sources and always offer your own comment or opinion. This is an excellent way of showing you are on the pulse.
17. **Post a presentation:** Whether it's via slideshare or you're adding your latest PDF to your LinkedIn company page, this is a great way to share valuable resources for your audience.
18. **Link to a case study or white paper:** Case studies and white papers are great for delivering more detailed information in a way that is not only useful but also actionable. This type of content is fantastic when used as part of a paid social advertising strategy. Think lead generation if you're considering developing your own white paper.
19. **Ask for or post reviews/testimonials:** One of the best forms of lead generation is the all mighty 'word of mouth'. Asking your followers to take a few minutes and leave you an online review creates fantastic testimonial you can use as social proof on your website. Screenshot them or create branded images to show off your fantastic feedback, then share them across your social media channels.
20. **Recommend a tool:** Share a tool or resource you think your followers would find useful. It could even be an industry hack. Whatever it is, make it simple and cost-effective. (Preferably free!) This is another content idea that lends itself particularly well to video.
21. **Share book reviews:** Are you an avid reader? This idea is great for brands, but always goes down a storm from a personal branding perspective (Business coaches and Mentors take note!). Posting the cover of the book along with your book review is a fantastic way to gain credibility with your audience. This works tremendously well, and if you tag in the author you may also get extra exposure when they respond to your post.
22. **A day in the life post:** Give us a recap of your typical day. Sharing a 'day in the life of' a graphic designer, author, CEO, etc. will spark interest in the role, the business and the individual. This works brilliantly if you are launching a new product or on a recruitment drive. I definitely recommend producing a Vlog (video blog) for this - it will be far more powerful than an article made up of text and images. If you do go the video route on this, remember to upload your Vlog to YouTube and Facebook independently.
23. **Recommend your favourite products:** What is it that you know your audience should not be living without? If you're selling products, share a list of must-have top sellers or highest-rated products. If you're a service provider, share a list of the products that help you succeed in your business and you think your audience should be using too.



24. **Share tips and advice:** Everyone loves picking up tips - so every now and then post a random useful tip or trick. Even better, create a series of them and post them on consecutive weeks, e.g. Tip #1: _____. Your followers can then look out for the series.

25. **Provide a recommendation:** Asking for recommendations is one thing, but you also need to share the love and recommend other businesses you've worked with successfully in the past? Whatever platform you choose to post your recommendation on, always remember to tag that business and any relevant individuals into the post.

26. **Share a work/life balance tip:** You're human, I'm human, your followers are (mostly) human. So let's make sure everyone knows you're a real person. Share a tip you've learned for balancing work, life and family. This will show that you understand the struggles of your audience, and will also help make you more approachable.

27. **Ask for advice:** Pose a hypothetical question and ask your followers what they would do in that situation. Sometimes offering a little bit of opinion as well can help kick conversations off. Remember - there's no such thing as a stupid question.

28. **Take a trip down memory lane:** Share photos of old logos, websites, or your very first product. #ThrowbackThursday is an ideal opportunity for this. Just remember the hashtags though! If you're a new business you can still use this, just link it to the people in your business and give your audience the opportunity to reminisce! (One of the most popular posts in the history of our Facebook page asked you what your first car was!)

29. **Random posts that show you're a real person:** This technique works better on Facebook and Instagram – it's not a strategy that I would recommend for LinkedIn. However, things as simple as what you had for dinner last night or what you're doing this weekend when they're a little bit random, do work!

30. **Share popular LinkedIn articles:** There are huge amounts of content shared via LinkedIn publisher. Check out the hashtags that are relevant to your business and you'll find plenty of content to choose from. Share these articles, but always remember to add your comment or opinion in your post - it might be something as simple as the reason you chose to share the article, or it might be asking others for their thoughts on the content.

31. **Share a comic or meme:** Look out for trending topics that you can leverage as a brand, knowing your audience will be hitting social media in order to share a sentiment! Getting your customers to laugh with you is a great way to start building relationships.

32. **Post a video testimonial:** Share a video review; or better yet, ask your social media followers to submit their own video testimonials.

33. **Recommend a colleague on LinkedIn:** Encourage your connections to reach out to someone who acts as a valuable resource for your business.

34. **Hold a photo competition:** Set some rules, pick a prize and then ask your audience for photo submissions. Getting your fans to vote too works well. Just make sure you share the winning photos too!
35. **Share a trending Twitter topic:** The trends are showcased on your Twitter home page, but you can also change them to specific locations rather than global. Using this tactic will help you gain additional followers on Twitter, but if you take these trending topics and do a quick search on your other social profiles (Instagram especially) you might find a plethora of opportunities for your brand to engage with potential followers!.
36. **Promote an Influencer:** Is there an influencer in your industry that you have affiliation with? Is there someone considered as a guru that you would recommend your fans also follow for industry insight? Showing you are an expert also means proving that you are constantly learning too. What better way to evidence why your opinion can be relied upon than revealing your sources.
37. **Hold a debate on social media:** Use this with caution. Debate can be good, but if unmonitored this has the potential to backfire. Choose your topic wisely - Think before you post!
38. **Share breaking industry news:** Stay on top of what's going on in your industry or niche by using Google Alerts and Google News, turning alerts on within Twitter for key Twitter news sources, and ensuring your listening strategy covers your major industry news outlets. You don't need to have all the answers to a breaking story, but you can share your current thinking and predictions, or what you're waiting to hear before you make those predictions. Again, this is an opportunity to prove you are the expert.
39. **Share country-specific holidays:** Are you working with an international audience? Is there a specific event that is close to your heart but isn't mainstream where you are? Wishing your followers from around the world happy holidays can help share a little more about who you are.
40. **Share (and ask for) predictions:** This could be used for anything from guessing who will win the Grand National to who might score the winning goal in Saturday's match! Maybe someone in the business is running a Marathon for charity and you're guessing the time it will take them to complete it? There are a hundred ways to use this that relate to your brand or the individuals within it. It's definitely one of those posting options that allows you to show who you are as people.
41. **Offer a free e-book:** Inbound marketing is a strategy that works. Create something useful, and use it as a tool to build your email list while generating goodwill with your fans. We're great believers in giving information away. If you are known for being the go-to source of knowledge, then when your services are required, you become the first port of call. Plus, free resources are massively shareable content - Bonus!
42. **Hold an AMA :** AMA stands for ask me anything. Go online (Live stream if you're feeling brave) and let your fans ask you anything on a given subject. Promote it as much as possible and gather some questions beforehand so you're not left stranded live streaming talking to yourself!

43. **Create a weekly roundup:** Are you in a business where you are constantly in different places and at different events? Create insight into your business by doing a weekly round up sharing the positive news and experiences from your week. This is ideal video content, and could be made up of snippets of video edited together, animated photos and titles or something as simple as you, in front of the camera talking to your audience!
44. **Profile a team member:** We live in an age of personal branding - so use this to your advantage and showcase the people that make up your team. Allowing your followers to get to know who they're dealing with is a fantastic way to build trust and create long-lasting relationships.
45. **Post a 'true of false' question:** Anything goes - make it personal, relate it to your brand or perhaps share a surprising stat. Let your followers guess whether you're sharing a truth or whether your claim is a fabrication intended to entertain!
46. **Fan of the week :** Encourage and acknowledge the ambassadors of your brand. Let them know that you appreciate them by giving them a shout-out, if it's another brand this is a great opportunity to promote their product or service too. If you are going to start a Fan of the week (or Fan of the month if it's more appropriate) you need to ensure you stick to the strategy consistently. If you do, you may find that other followers engage more in the hope they will be the next named Fan! We love this strategy on Facebook and Instagram.
47. **Share industry research:** Has a piece of research been released by your industry leaders? Post a link to where the research can be accessed and add a synopsis of key points that will be valuable to your fans or followers. If the research is an extended piece, schedule key points over a series of posts; making the research more accessible and easier to digest for those who may not have the time to read it in its entirety.
48. **Hold a 'flash-sale':** Use Instagram and Facebook stories to offer limited-time discounts or end of line products at sale prices. If you are using Snapchat this can also work well there too. By using a 'flash-sale' or 'Before it's gone' strategy, you can create a sense of urgency around the purchase of your product.
49. **Celebrate national days:** Have you heard of Star Wars Day? (It's on May the 4th!) Crazy as it sounds, each day of the year there is something can be celebrated in one way or another. There's everything from International Women's Day to Hug a Plumber Day. Do a quick Google search for 'Days Of The Year', and you'll find plenty of resources that give calendars showing what's being celebrated. Use the ideas most relevant to your business and create opportunities to take photos or videos to post in recognition of the day. This strategy works really well across most platforms and often trends - so look out for the associated hashtags. Two minor warnings - firstly some of the days of the year are more relevant in specific countries so always do your research. Secondly, some of the days of the year will work fantastically on LinkedIn but you may need to choose wisely for this platform.



50. **Promote someone else:** This is a simple one - if you know a business that targets a similar audience to you and they're selling a complementary product, promote their offers and sales. You never know, they may promote yours in return!

51. **Latest company news:** What's new in your business? Have there been any changes such as new employees or new product lines? Have you increased your services or won an award? Have you launched a new website or moved offices? These are all things you should be shouting about across all of your social media profiles. Remember when you post these on Facebook to ensure you to add them as milestones, rather than just regular posts.

52. **Share pictures from a recent industry event:** Whether you have exhibited at an event or attended as a visitor, there will be plenty of opportunity for you to gather relevant content to share with your audience. Remember to use any relevant event hashtags and tag in any other attendees, where appropriate, for maximum exposure. There are occasions too where you might not be in attendance but you can still engage in the conversation, think 'wish we were with you' and ask attendees what their take aways from the event are or who they think has the best stand, etc.

53. **Thank your fans/followers:** A simple thank you can go a long way to building connections with your fans. Always welcome new businesses to your Facebook page and publicly say thanks for following. On Instagram, sending a Direct Message saying thanks for following also works really well in terms of maintaining the followers you gather.

54. **Offer expert insights into a topic:** This is an essential strategy on LinkedIn. Offering your opinion or insight as an expert establishes you as a thought leader in your field. Look for opportunities to engage in industry conversations through discussions posted in Groups, responding to LinkedIn articles shared by other recognised thought leaders from within your industry, and by jumping in on posts you find via following LinkedIn hashtags.

55. **Do a post series:** For example, we could post every day for 75 days using the content of this eBook, sharing one of the content ideas each day! If you can create imagery for the series that creates some consistency, this also creates impact. If you're doing this on Facebook, add the images into an album too. I also love this for idea for Facebook And Instagram stories, and also for weekly Live video!

56. **Weekly round up:** If your industry is like ours, a huge amount can happen over the course of a week, which means there's also a huge amount to read in order to stay on top of the latest news. Posting a list of 'must read' articles for the week is a proven strategy that works for a number of brands.

57. **Get your employees to guest post:** There are a number of options here. Have a 'takeover' and promote the fact that for one week only it will be by <Name> running your Twitter account. You could have your employees take turns posting Stories, or create a regular feature that they have ownership of.

58. **Host a webinar:** Offering a webinar is excellent for lead generation - Promote it through all your social media channels. Just make sure you are clear on the subject of the webinar and who it is aimed at so that you can shape your message accordingly.
59. **Encourage your followers to support a cause:** With so many businesses seeing supporting charities as core to their business operations and employer brand, this is definitely something worth considering. Is there an organisation you already support? Share their content to help promote their activities. It might be someone in your business is doing something in their own time; maybe they're running a Marathon on behalf of a cause close to their heart - post a link to the online fundraiser and show your support by sharing content of them preparing for the challenge ahead. (Don't forget to contribute to it yourself!)
60. **Hold a competition:** Make it simple, easy to enter, and remember to publish some rules. Avoid competitions that might be considered as engagement bait. (i.e. "to enter, simply like comment and share this post".) There are online tools you can use to help you pick your competition winner randomly, just make sure you use the prize giving as a content opportunity too!
61. **Offer a sneak peek:** Is there something new on the horizon within your business? Whether it's a new website or a product launch, this is a fantastic opportunity to whet the appetites of your fans by showing them a sneak peek what's coming.
62. **Post a photo collage:** There are hundreds of apps and online editing tools that you can use to create photo collages. Choose a theme, and select the most relevant photos. This works especially well if there are people and other businesses featured in your collage as you can tag them in to help increase engagement. (Supercharge this by creating a video rather than a static image on platforms like Facebook and LinkedIn, or including the videos with your Instagram Story).
63. **Make an industry prediction:** Can you see into the future? Don't be afraid to speculate on what's in store for your industry. As industry professionals, we can make educated guesses as to what might be around the corner or what developments we are wanting or waiting to see.
64. **Answer an FAQ:** Every business has a list of questions that are asked again and again (or questions you wished your clients thought to ask)! Answering these questions via your social media presence is a perfect way to share valuable content that is also branded. Using video to answer the question, and, where possible, directing the answer to an individual can really increase the effectiveness of this strategy.
65. **Ask your followers for content ideas:** What do your followers want to see? What do they want to know about you and your business? Asking the question will help you identify any issues you can help with, and potentially create a long list of blog ideas you can take forward! (Which of course means you'll have even more useful content to share!)
66. **Post a link to a helpful Facebook or LinkedIn group:** Is there a community you know your fans can get value from? Post a link to that group and tell your audience about it. There are several LinkedIn and Facebook groups that are becoming valuable industry resources, with information being shared between peers.



67. **Tell a story:** This suggestion is fantastic when shared as video content. Do you have a funny story to share? Perhaps there's an anecdote that your audience should hear? This type of content lends itself well to personal brands and can really help shed light on the person (or people) behind a brand.
68. **Find out what your competitors are sharing, and do it better:** If you're using social media as a marketing tool, you should already have a listening strategy. Extend this to your competitors, and look for opportunities to share content that you know will work. This is also an opportunity to understand what doesn't work so you don't repeat any mistakes!
69. **Hold a Live Q&A session:** Promote a live Q&A session where you'll answer fan questions. Live streaming this is a must. However, if you are going to do so, make sure you have promoted it for several weeks beforehand to make sure you have an engaged audience and some initial questions.
70. **Answer a question from Quora:** Visit Quora.com and find a relevant question that is being asked. Then answer it on Social. It could be something quite technical or even something a bit silly that you can use to entertain your audience.
71. **Post an excerpt from a blog post:** Don't just post a link to your blog accompanied by the title or post summary. Dig a bit deeper and share a quote from the article, perhaps, or one of the key points as an excerpt. This is one of the best ways to re-purpose your blog content and increase readership. This is your opportunity to pique the interest of potential readers by intriguing them with your copy!
72. **Share a chart:** Do you have, or have you seen an interesting chart or graph that's relevant to your audience. If so share it, again make sure to tag in or at least cite the source of the information if it does belong to someone else.
73. **Promote an industry-related event:** Are there events in your industry you feel your peers or target market should be attending? Promote them, and talk about the reasons why you think people should attend, which speakers to see or what stands you think should be visited.
74. **Share a funny advert:** Have you seen a funny advert your fans might appreciate? It could be a flashback to a series of bloopers or a trip down memory lane sharing an ad you know will make people smile.



75. **Promote your products or services:** If you are sociable, your audience will be engaged enough with your brand that when they need your product or service they immediately come to you. You do need to promote what you're selling, but stick with the 80/20 rule. For every ten posts in your feed, only two should sell. The remaining eight should be useful, valuable, engaging content.

All being well, the content above will have left you with a list of ideas you can immediately implement. Don't wait, start creating the content now and get your ideas down on paper! If you haven't already, print this off and write all over it, adding your specific ideas against the ideas you like and drawing a line through those you feel won't work for your brand or your audience.

Designing your content for building relationships, establishing trust, and building your reputation as an industry expert will be key to your success. It should be an enjoyable process and one you can engage your whole team in.

We hope this has been useful, and if we've missed any ideas out - let us know!

CHRISTINA ROBINSON

MANAGING DIRECTOR, GREEN UMBRELLA MARKETING LTD



As an experienced social media trainer and coach focused on working with SMEs, Christina is passionate about sharing her knowledge and expertise to help you make the most of your online presence.

She has delivered 1000s of coaching and training sessions on developing and implementing Digital Marketing strategies; covering not only Social Media, paid advertising and email marketing techniques but also how to integrate these approaches.

An accomplished speaker, Christina has presented at numerous events including the Recruitment Agency Expo and the TEAM annual conference.



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