



CONTENT IDEAS

FOR YOUR SOCIAL MEDIA
PLATFORMS

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Here are some ideas for different content you can create, or find to post on your social media platforms! What am I missing? Email me and let me know! Happy posting!

THE GOAL

- To get people to engage with you on social media
- To tell your story in the voice and format that best represents your brand

TRY THESE IDEAS:

- Quotes by famous leaders (Try goodreads.com)
- Images with quotes on them (Create in Canva.com)
- Video clips from YouTube (Search for a topic!)
- Videos from an event you spoke at (use a free “movie tool” to cut them down into clips)
- Questions (use engaging questions to get people talking)
- Polls (you can create on the Facebook platform!)
- Surveys (try Google forms or Jotform)
- Contests and giveaways
- Recommended book Lists on Amazon (Create a list on Amazon - keep adding to it and share it!)
- Join the #ThrowbackThursday movement (use a photo of a fun memory from years ago)
- Live stream from wherever you are (get creative!)
- Link to blog posts (old or new!)
- News articles pertaining to your topic (Use Google Alerts!)
- “Real Life photos” (Simply post an authentic photo - i.e. of a sunrise, and then tie it in with your brand; I love many of the images on Unsplash.com)
- Share posts of accounts you follow (nothing wrong with celebrating someone else's excellent post and story!)

FINAL REMINDERS:

- Comment on other people's pages, as your page
- When people do engage on your posts - engage back!
- Make sure every post ties in with your overall brand!

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