



Engage your Social Media Audience with 75 Top Ideas for Great Content

As marketing mentors, we keep hearing about the same challenges from our mentees. They know that they need to build their brand. They also understand that to do it cost-effectively for the greatest reach, they need to use social media, but they are paralysed. They don't know what to post and worry about running out of ideas for content. To be truthful, all of us have had that challenge at some point, so we've decided to face it head-on!

This is your ultimate guide about what to post on social media. Whether you are posting from a personal or business perspective, we are sure you will find some inspiration amongst these 75 ideas. Happy posting!

1. Build connections by showing gratitude and thanking your followers. Always welcome new connections on Facebook and Instagram, and send a direct message thanking them for following. It might seem a small thing, but it is a highly valuable tool for creating rapport and building relationships.
2. If you work in a fast-moving industry, a week can seem like a long-time, and it can be a challenge to stay on top of all the latest industry findings. Your posts could include a weekly summary of what's going on, to help the 'time poor' keep abreast of what's going on. Posting a list of 'must-read' articles for the week will make you a person of value to your audience.
3. Know your niche. Networking and events are a great way of meeting people in your sector – assuming they know about it. Use your social media channels to promote industry-specific events. Which events should your prospects and audience be attending? Explain why they should be there – outline what's in it for them.
4. Tease your followers by posting a taster from a blog post. Don't just post a link to your blog - make your post work a little harder to pique the interest of your audience. Share a soundbite from the article or a key fact. Re-



purposing your blog content gives it longevity and helps to increase readership and visibility.

5. Keep abreast of the competition and identify what they are doing to promote themselves socially. Take the best of their ideas and find a way to do the same, but better. If you're active on social media, you should already have a listening strategy – so you know what's being discussed in your area. Extend this capability to the competition and take the chance to share content that you know will deliver results. Learn from the best and worst of what they are doing to improve your online performance.
6. Create a dialogue with your followers and ask them what content they want to see and hear from you. Is there a specific area of what you do that they would value a deeper dive into? What issues can you solve for them or what clarity can you bring? Asking for content suggestions will give you a wide range of inspiration for future posts and articles which provides you with even more useful and shareable content.
7. Create a 'coming soon' post. Think about what's coming up in your business, are you launching a new website, introducing a new service or adding extra bonuses to your existing offer? Whatever is 'coming soon', this is a fantastic opportunity to alert your followers by showing them what they can look forward to.
8. Fill-in-the-blank posts get traction, especially if they are business/product related, industry-related, a random topic, or centred around a holiday or festive time. Another option is to get your audience to caption a funny image you've uploaded; this works particularly well if it's brand or business-related. You could consider offering a prize for the best suggestion.
9. Quotes are a great form of high-performing content, whether they are motivational, inspiring or related to your business or brand. Google is an excellent source for quotes on a variety of different topics – we also like



www.brainyquote.com and www.keepinginspiring.me as sources of inspiration. Ensure you credit the quote to the author where possible.

10. If your market is other businesses, use posts that include statistics or data to demonstrate your industry knowledge. The key is ensuring that what you share is from a credible source, and is new and pertinent to your audience, business, or sector. This type of content is also very shareable and invites debate and opinion.
11. Have you contributed to someone else's content? Have you appeared on a podcast or guest blogged for another brand/business? If you have, now is the time to share (or re-share) a link to that article or episode. To gain extra reach, tag in the relevant business or people, thanking them for the opportunity to share your message.
12. Infographics allow you to share detailed information visually. The best infographics are simple and easy to understand. If you are 're-purposing' someone else's work, please make sure that you credit them as the source.
13. Don't be afraid to court controversy. It's a great source of engagement and an excellent conversation starter. Link to a controversial blog post and offer your opinion. A word of warning: make sure that the blog post fits your business and brand and where possible, avoid subjects that are emotive such as race, gender or religion.
14. Visual content is highly engaging, so create stunning, creative posts. You can tap into and get inspired by what others are doing on Instagram and Pinterest. Remember to give credit to the source of your visuals if you are cribbing or 're-purposing' from them directly.
15. Post a presentation or showreel of what you do. Whether it's via SlideShare or a PDF, it's a great way to share your skills and knowledge with your audience.



16. Everyone is looking for productivity hacks; can you tell people about a free or low-cost tool that will make their life easier? Creating a content post with a link to the tool is an effective way of demonstrating value and building trust.
17. Showcase the products you can't live without. What products make you feel better, or have features or benefits that help you in your business? Alternatively, consider a product comparison between brands or models of products – what are the best value for money or are the highest rated?
18. Occasionally the odd random post can be a welcome break from pure business and brand-related content and prove that you're human. This is not something we'd recommend for LinkedIn as this is a purely business-focused platform; other channels such as Facebook are more appropriate for this. You could post about your weekend or a cause that you believe in, or a holiday you've enjoyed.
19. Share a chart – do you have an interesting chart or graph that's suitable for your audience? If so, share it, ensuring you tag in or name the source if it isn't yours.
20. Every business has a list of questions that are asked time after time and are a key part of the psychology of buying. Deal with these head-on, by addressing and answering a frequently asked question (FAQ) on your social media channels. Not only is this creating valuable content, but it's also moving your prospects through the sales funnel and overcoming potential objections to doing business with you. To add greater value, you could also refer them to one of your team or your website for further information to increase traffic and site visits.
21. Webinars are a great lead generation and sales tool to showcase the breadth of your knowledge and extend offers to your audience. Promote your webinar through your social media channels, offering a special 'thank you' gift for all attendees (this could simply be a tips or tricks sheet or a



whitepaper or a product discount code). Our 'top tip' is to be clear on what the webinar is about, who it's for and why your audience should be signing up.

22. Demonstrate your value as a 'thought leader' in your industry by offering expert analysis into a topic. This works well on LinkedIn and creates a gateway to joining industry conversations and discussions posted in groups. Start the ball rolling by responding to articles shared by other recognised thought leaders in your sector, and commenting on posts you find by reviewing relevant LinkedIn hashtags.
23. Pictures can often say a thousand words, so make sure you get 'snap happy' at industry events. Whether you are there as a delegate, speaker or exhibitor, there will be opportunities to gather content relevant to your audience. Where possible include relevant event hashtags and tag in other attendees, to maximise your exposure and reach. It also validates your standing in the industry through the power of association. Provide additional value by outlining key learnings from the event.
24. Google and share a comic or meme. Consider what is trending at the moment; it could relate to a celebrity, an election or a world event that you can leverage. This is great for presenting your stance on a situation and letting people know what you stand for and against. Humour is an excellent way of initiating and building long-term relationships.
25. Share a business challenge or struggle and ask your audience what they would do in your situation? There are two key benefits to this, firstly you get engagement and encourage responses, but you might also find a solution!
26. If like us, you are perpetual students always looking to learn; the chances are you also like to read or devour audiobooks. Sharing book reviews showcases your knowledge and is great for personal branding. Include a short review of the book, with subjects covered, key learnings etc., and an



image of the book will build credibility. Tag the author, and they may like, comment or share your post too.

27. If you have a product-based business or work with clients that do – product shots are an eye-catching way of demonstrating what you do. These work best on image-based social channels like Instagram. Think about how you showcase your product. Can you put it in a real-life situation, show it in the hands of your audience or in action? Consider how you can make it stand out in a news feed and steer away from pure product shots on a plain backdrop.
28. Share a 'fly on the wall' expose of 'a day in the life' of someone in your office. This works really well if you are launching a new product or service or looking to add to your team. Using video will help to bring your day to life and has more impact than just words or words and pictures alone.
29. Hold a photo competition. Decide the parameters and the theme of the photos, a prize and then ask your followers to submit their entries. Don't forget to share the winning pictures and/or ask your audience to vote.
30. Hold a debate on social media. This can be highly valuable, but only if carefully monitored. Pick a topic that will generate opinion, but not one that encourages high levels of aggression, or that is incendiary.
31. Promote your followers by giving a 'shout out' to the best contributor of the week. This will encourage loyalty and engagement with your brand. A small sign of appreciation goes a long way. The key is to be consistent; if you are going to follow this strategy, you need to make sure this is a regular feature. We've seen it work particularly well in groups on Facebook.
32. Think about how you can promote those in a complementary sector to yourself. If someone in your group is targeting a similar audience or is synergistic with the same people you are targeting, it's an opportunity to



increase reach. And who knows, they may also decide to return the favour and promote you too.

33. Create a story as part of your video content. It could be a funny anecdote, a testimony for your brand/product or something that's happened to you recently. Consider what your audience needs to know and structure your story to include an introduction, what happened and a clear conclusion. This type of content helps your audience see behind your brand and understand who you are as a person.
34. Sharing is caring. Some of the most popular content is that which makes us smile. What funny content could you share? It might be an advert past or present, a classic video blooper of a fail in your industry or a meme that you enjoy.
35. Live stream a Q&A (questions and answer) that you have heavily promoted in advance. Offer the opportunity to answer your followers' questions. Prepare well, so that you have some questions ready in case your audience is slow to respond and to ensure that you are not just 'broadcasting' to the dog!
36. Review trending topics in your sector and location on Twitter and share a relevant topic to you. Doing this will help you reach and gain new followers. You can also consider this tactic on other hashtag-based platforms such as Instagram.
37. Don't be afraid to go 'retro' - share photos of previous logos, websites, or your very first product. You can use the hashtag #ThrowbackThursday to promote this. Even if you're a new startup, you can still use this by reminiscing about sweets, games or programmes from your childhood. One of the most popular posts ever on Facebook asked you what your first car was!



38. Feedback is the breakfast of champions! Market research is key to increasing sales, improving your product/service and adding new products/services to your business. Asking about your products/services on your social channels will give you great feedback from your existing and prospective customers. This works really well as a source of engagement, especially on Facebook and Instagram. It helps your audience participate in your journey and encourages loyalty as they feel part of your brand and it's success.

39. Post a branded visual, ensuring you add your logo or website URL when you can. The human brain is the most efficient when it's dealing with visual content. Visuals are processed 60,000 times faster than text. In content marketing, on average, a conversion happens after seven or more brand interactions. This number can go up or down depending on the interaction.

40. Create a series of tips, tricks or steps that would add value to your audience, for example, 7 tips for a successful marketing campaign in 2021, or 10 steps to getting more Facebook followers. Each one of the tips, tricks or steps could be unveiled daily over a set period. Keep it consistent by using relevant imagery for the series and if using Facebook, add the images into an album as well. This also works particularly well for Facebook or Instagram stories!

41. Don't be insular. Look at posting in groups on Facebook and LinkedIn to provide value to those communities. Pick groups that have a similar people profile to your own audience, one that is valuable to your industry and or contains your peers. This is a great way of building your reputation and showcasing your expertise. Please check the group rules first though to check that you are following their guidelines or you will get blocked or your post removed.

42. People like to give their opinion, and this is where polls come into their own. Facebook, LinkedIn and Twitter have poll options within their news



feed. Please note, certain platforms have a fixed number of answer options, so try to keep the number of potential answers to 4 or less. You can use these to understand consumer behaviour, the propensity to buy your service or to identify a gap in the market.

43. CSR (corporate social responsibility) is an essential part of corporate culture. Supporting a charity or cause demonstrates what you stand for and shows what is important to you and your business. Pick a charity that has the same ethics and values and then create content to help promote their activities. Consider doing or having one of your team undertake a fundraising push for your nominated charity and post a link to the fundraiser. Remember to set the example and contribute yourself.
44. Get out your crystal ball! Using your knowledge and insight, make an industry prediction. Be brave and speculate on what you think is in store for your industry over the next 12-months. With your experience, you can probably make a reasonably educated guess as to what might be happening in the future or what changes you are expecting to see.
45. Share tips and advice. What information could you provide as a list – such as 'My top 8 tips for...' or 'My 6 best ideas for...'. You could post the tips all at once or release one a day so that your audience look out for your posts.
46. If you're feeling brave, behind-the-scenes photos work well on social media. This type of post allows you to connect with your audience, communicate your personality and introduce behind-the-scenes content. You don't need a professional photographer to take reportage or 'action' shots of you and your team within your working environment. Giving your audience an intimate view of your business helps build trust and develops your relationship with your audience.
47. This is another tip for a product-based business – showcase behind-the-scenes product shots. Give your audience an insight into the quality of your product. Show the 'extra mile' you go to make it and the production



process – specifically if you use craftsmen to create it. This works well if your product demands a higher price point or has a story to tell. It's an excellent opportunity to use video content to show the different steps with a voiceover outlining the difference between your product and the competition.

48. Using the hashtags that are relevant to your business or sector, search the popular articles on LinkedIn. LinkedIn publisher has an extensive library of content that you can share. Always remember to add your comment to introduce the post. You don't need to write 'War and Peace', but explain why you are sharing it and invite opinions.
49. Promote the 'go-to' person in your sector. Who is part of your industry but doesn't directly compete with you? Is there someone you recognise as a thought leader or whose content would add real value to your audience? By sharing and promoting this person, you reinforce your credibility and that your opinion can be trusted.
50. Post a 'true or false' question; you can consider making it about you as a person, a statistic that's relevant to your sector or relevant to your business. Let your followers guess whether you're telling the truth, or not!
51. Promote and celebrate specific days of the year on your social channels. For example; who know that 10 October was World Porridge Day or 19 June was Flip Flop Day? It may seem far fetched, but there is something to be celebrated on each day of the year. Do a quick Google search to identify key celebratory dates and identify those that are pertinent to your industry, products or business. Use these dates and create opportunities to take photos or videos to post in recognition of the day. This works well with associated hashtags across all social media channels, but bear in mind a) some of these dates are country-specific so will not work for everyone, and b) some work better on channels that are less business-focused or more visual. So, pick your platform with care!



52. Give your employees a voice and allow them to post on your social media channels. You could do this in several ways. For example; use your holiday time to introduce a 'takeover' and promote the fact that whilst you are away from your desk, it will be <Name> running your social media accounts. Your team could take it in turns to create a post or story that shows the depth, knowledge and experience of the people that work with you.

53. Answer a question from Quora. Visit Quora.com find a relevant question that is being asked and then provide an appropriate response on your social media profiles. It could be something frivolous or quite specific to what you do. The choice is yours as to whether you inform or entertain your audience.

54. Choose a theme and create a photo collage. This works exceptionally well if you can feature other people and businesses; when you post remember to tag them to increase your engagement and reach. If you need some help, use online or app editing tools – you could even create a video version for extra impact!

55. Share your value. We are all experts on something, and we are all at least one step ahead of other people (even if we don't have all the answers). If you have expertise in your field, showcase your knowledge and prove it. What can you offer your audience? For example, you are reading this, because we shared it with you to demonstrate our knowledge of marketing and specifically content marketing. If you're not confident in 'your value', share content from other sources that has been valuable to you. Make sure you always write a comment demonstrating how and why this might be useful to your audience.

56. Re-purpose evergreen content. Evergreen means that the content has no 'use by' date and doesn't lose value or relevancy over time. Recycling a previous post or putting out a link to an old blog post can help you to gain fresh engagement and extend the life of your content. It's important to



remember that you are gaining new followers and likes over time. Some of your audience will have missed your earlier content posts and will not be aware that this post has been re-used.

57. Recommend others. Don't be afraid to provide a testimony or recommendation for another business who've provided a great service or gone the extra mile for you. Don't forget to tag the business you are recommending and any of the team that helped or supported you.

58. Keep ahead of industry news and reviews by using Google Alerts and Google News. Become the 'one in the know', by knowing what's going on and sharing breaking news and events. You don't need to know everything before you post, but you should understand the salient points and reveal more as the story breaks. You can also provide your opinion on what you think is happening or what this means for your industry. This is another opportunity to showcase your expertise and why you are the 'go-to' person in your sector.

59. Give away your knowledge in the form of a free e-book; this is a great pull strategy, but it needs to be something of value to your audience. It's an effective way to build your database and create an email list for future campaigns. If you become the go-to source for knowledge in your industry, then when your services are needed, you become the first person your industry call. Plus, free resources are hugely shareable – so it's a win-win situation!

60. Hold a 'flash-sale'. A great strategy for both Instagram and Facebook stories is to offer limited-time discounts or end of line products at reduced prices. You could include early bird bonuses exclusive to the first 5 or 10 people that respond to increase the sense of both scarcity and urgency.

61. Hold a competition. You need to make it easy to enter and outline some rules. Avoid competitions that fall into the category of clickbait and lack imagination, i.e. "to enter, simply like comment and share this post". You



could ask your audience to answer a fact about your product or service that they could only find from your content/website. Make sure your winner is selected at random, a video of you picking a name out of a hat would add real theatre to the piece and provides more content for you to share!

62. Even on a business page, your posts don't solely have to be work-related. Share a tip for how you balance work with family/private life. How do you make this work? Show your audience your human side, and they will find you more human and relatable.
63. Solicit 'word of mouth' recommendations such as referrals, customer and product testimonials or service reviews. People buy from people, so this is an excellent way of demonstrating your expertise. If you've gone above and beyond for your customers, ask them to take a few minutes to provide you with an online review. This is extremely powerful as it provides social proof – proving you can do what you promise. Don't be shy; share them across your social media channels.
64. Get feedback. Asking simple, easy to answer questions is good for encouraging comments and engagement. If you can, make the post visual, so it stands out in the feed; whether it's via a standard background, a static or animated meme or gif or by using Canva to create a simple design. People love to be heard and share their opinions, so make the most of it!
65. Create and share a lead magnet. This could be a case study or white paper that delivers some useful tips or tricks, helps your audience overcome challenges and move forward or facilitates action. This type of content is fantastic, particularly when utilised as part of a paid social advertising strategy, and is great for prospecting and generating leads.
66. Recognise a colleague for their expertise on LinkedIn. Think about which of your connections you could endorse for a skill that they have expertise in. Let others appreciate their knowledge in this area, and with any luck, they will return the favour.



67. Invite opinion, give and ask for different predictions. It could be as simple as guessing who will win a sporting event such as a football match, to who might score the winning try in the 6 Nations. Maybe someone in the business is having a baby; you can ask your audience to guess the baby's name, weight, sex and delivery date. There are numerous ways you can use this to showcase your brand or your team and show people the human side of you and the business.

68. Don't forget to promote yourself. Tell your audience what you are up to. What's new in your business? Have you had any great client wins, won any awards, new product launches, new team members, super sales months etc.? These are all things you should be shouting from the rooftops across all of your social media channels. Don't forget: if you are posting on Facebook, make sure you to add them as milestones, rather than standard posts.

69. This is another opportunity to prove you 'know your niche'. Share industry research that has been generated by thought leaders in your sector. Post a link to where the research can be accessed and create a topline list of the key findings that will be valuable to your audience. If the research is extensive, break it down into chunks and schedule posts over a series of days. Making it 'bite-sized' for your audience will make it easier for them to digest the salient points.

70. Create a weekly summary of what's happened in your week. If you are in a business where you have a lot of things going on, or you are in many places, it's worth creating a round-up of what you've been up to. It's a great way of providing insight into your business, sharing positive news and client wins and makes perfect video content. It could be a series of video snippets or just a 'live' where you talk directly on your social media channel through your phone's camera!



- 71. Know your audiences holidays, and special festivals. Especially if you have an international audience or you are based in a multi-cultural country such as Great Britain. Knowing when different religious events and national holidays are and wishing your followers 'happy holidays' can provide a personal touch and build rapport.
- 72. Be brave and hold an 'ask me anything' live event. Give your audience advance warning that you will be going live at a specific time and that they can ask you anything on a particular subject. Promotion of events like this is crucial. Also, make sure you have a few questions on standby, in case the event is a bit slow to start.
- 73. Post a video testimonial. Share a video review or ask your social media followers to submit their own video testimonials.
- 74. When looking at your business brand, don't underestimate the importance of your personal brand too! Look to profile a team member and show the people behind the company. Allowing your followers to put names to faces helps them to build virtual relationships faster and builds trust.
- 75. Don't be shy and be the best-kept secret in your industry. Showcase what you do by creating posts promoting your products or services. Get the balance though. You should aim for a 4:1 ratio – 1 sales post, for every 4 content/value posts ensuring your audience see your expertise and buy into what you are offering.

Hopefully, our ideas have given you some significant inspiration and food for thought. The key to great social media content is 1) know your audience, 2) choose the channels where your audience hangs out and commit, 3) present yourself as an expert, 4) share your value and 5) be consistent – keep on showing up!



By providing consistent and relevant content, you will grow your business, build your tribe and become the 'go-to' person in your sector.

All you need to do now is get started! Good luck! Let us know how you get on.

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