

Do you struggle to come up with new ideas for Facebook, Twitter and LinkedIn posts? Do you find you keep posting the same type of content? Finding it a challenge to engage your target market?

Keep this handy guide on your desk for whenever you need inspiration!

- 1) Post videos and images that don't relate to your product/services directly but have resonance with your audience. Try not to make all your post salesy and remember to engage.
- 2) If you make things, show people how it's done. If you provide a service, show how it's create and delivered.
- 3) Share an infographic! Find one that relates to your business or make your own using Canva.
- 4) Share industry news - your audience will start to see you as an expert. Spend some time finding sites relevant to your industry.
- 5) Post a topical or controversial question. This really engages your audience and can provide other content ideas.
- 6) Create a tutorial helping your target audience with something. You can use Google Hangouts and share it across all social media platforms.
- 7) Share a snippet of someone else's blog post that really resonates with you and a link to that post.
- 8) If you've been working on a blog post, share a preview of it to whet the appetite of your audience and keep them looking out for it.
- 9) Share tips and tricks to improve the life of your ideal customer. Use Top 5/Top 10 lists.
- 10) Check your social media analytics and look at which posts have performed the best. Then post more similar content! If it ain't broke...
- 11) Post individual FAQs from your website FAQ page and listen out for more typical questions to keep your page updated.
- 12) Ask questions! They don't even need to be controversial. Just engage your audience!
- 13) Share a Pinterest board - get creative!
- 14) Share a video testimonial from a loyal client. This is the ultimate social proof!
- 15) Share an interview with you or an employee - include great pictures!
- 16) Create a series of posts and schedule them over the course of a week. Get creative, use Canva and share information relevant to your target audience.
- 17) Share a relevant cartoon or joke, or even a GIF to show your sense of humour. Remember to stay professional on LinkedIn (you can be a bit more relaxed on Facebook and Twitter).
- 18) Create posts about employee events, a team meeting or networking, a fun work activity or even a picture of your lunch! Stay accessible!
- 19) Do a caption contest! Find some images and invite your audience to caption them! The winner gets a prize/discount!
- 20) Share follower posts! That's how to really engage! If they enjoy your product or service - shout about it!

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20 QUICK AND EASY SOCIAL MEDIA CONTENT IDEAS