

WHAT TO POST ON SOCIAL MEDIA

CHEAT SHEET



ASK A QUESTION

- Request feedback
- What your favorite...
- Fill in the blank
- Take a poll
- Ask for predictions
- This or that
- What your experience of...
- If you could...
- Would you rather...

GET PERSONAL

- Fun facts
- Re-introduce yourself
- Family time
- Challenge
- Self-care time
- Places you have been
- Book you are reading
- Your pets
- Your hobby
- Your home

BE THE EXPERT

- Ask me anything
- How to videos
- Quick hack
- Solve a problem
- Infographic
- Award winner
- Featured expert
- Answer a FAQ
- Industry fact
- What's working now

SHARE THE LOVE

- @Mention a follower
- @Mention an influencer
- Thank your followers
- A cause you support
- Share gratitude
- Share a recent purchase
- Interview a customer

PROMOTE YOURSELF

- New content
- Repurpose old content
- Promote your newsletter
- Run a contest/giveaways
- Promote a sale
- Feature your team
- Promote a launch
- Celebrate a milestone

TIMELY TOPICS

- Awareness days
- Special event
- Viral video
- Religious holidays
- Industry news or updates
- Viral images

UPLIFTING POSTS

- Inspirational quotes
- Share a win
- Affirmations
- Inspiring person
- Spread happiness
- Motivating mantra

ADDITIONAL

- Behind the scenes
- Share facts
- Before and after
- Unboxing video
- Take a poll
- Sneak peek
- Flay lay or styled image
- Demo or screen capture