

30 Days of Social Media Marketing Content



Unsure of what to post on your business social media platforms?
Here are 30 ideas of how to build relationships with your target audience

<p>BRANDED GRAPHICS</p> <p>Visually appealing graphics with your company logo</p>	<p>TUTORIALS</p> <p>How-To's for your followers related to your industry</p>	<p>QUESTION OF THE DAY</p> <p>Ask your followers a Q related to your industry/business</p>	<p>COVID-19 UPDATES</p> <p>Share updates about how your biz is handling the pandemic</p>	<p>STATE/REGIONAL NEWS</p> <p>Share articles from Google about area news</p>
<p>LISTACLES</p> <p>Share fun lists that are related to your industry</p>	<p>QUOTES</p> <p>Write out quotes with graphics - don't forget your logo!</p>	<p>VIDEOS</p> <p>GIFs, funny, inspirational, informational videos</p>	<p>BLOG POSTS</p> <p>Share a few sentences & link to your blog post</p>	<p>ANNOUNCEMENTS</p> <p>Share launches, business news & updates about biz</p>
<p>DISCOUNTS</p> <p>Share any discounts that you offer for products & services</p>	<p>NON-BLOG PROMOS</p> <p>Post webinars, Facebook Lives or other projects</p>	<p>INFOGRAPHICS</p> <p>Industry-related infographics</p>	<p>QUICK TIPS</p> <p>Share quick tips & hacks that are related to your industry</p>	<p>READER SURVEYS</p> <p>Post follower input and share with ALL of your followers</p>
<p>CURRENT EVENTS</p> <p>Holidays coming up? Share a post to celebrate!</p>	<p>BEHIND-THE-SCENES</p> <p>Share images of your workspace, projects and team</p>	<p>PRODUCTS & SERVICES</p> <p>New products/services to share? Post them!</p>	<p>SOCIAL-ONLY PROMOS</p> <p>Discounts/offers on products/services for social media followers ONLY!</p>	<p>CURATED CONTENT</p> <p>Share helpful links from other reputable bloggers and influencers</p>
<p>CALLS-TO-ACTION</p> <p>Ask your followers to sign up for email, read your blog or buy your product</p>	<p>GIVEAWAYS</p> <p>Give away prizes to your followers with an incentive. Follow social media platform policies</p>	<p>ENCOURAGEMENT</p> <p>Share words of encouragement for followers</p>	<p>PERSONALITY</p> <p>Share who you are on your social media posts - include photos!</p>	<p>THANK YOU</p> <p>Thank your followers for their support!</p>
<p>VIRTUAL EVENTS</p> <p>Webinars, Live events and other online events are engaging and important</p>	<p>CORE VALUES</p> <p>Let your followers know your core values to build a relationship</p>	<p>TIME-SENSITIVE OFFERS</p> <p>Discounts & offers that need to be used by a certain date</p>	<p>MEMES</p> <p>Memes are fun and allow you to show your relaxed side Be sure to keep it clean!</p>	<p>CONTESTS/GAMES</p> <p>"Caption this photo", contents, challenges, etc. Have fun!</p>

TIP: If a post performs well, schedule it and repost it for a later date/month!
Try a different photo or graphic, and don't forget to review your analytics to further optimize!



Solving problems. Building brands. Inspiring people.