

150 Easy Social Media Content Ideas

Save Time And Take The Guesswork
Out Of What To Post On Social Media
With These Content Prompts

Created by Megan Gersch



Introduction



**What's up?!
I'm Megan Gersch.**

Are you a passionate small business that knows that they need to use social media to grow, but you have NO IDEA what to post? Don't worry - I got you!

Hi - I'm Megan Gersch, and I'm a branding + marketing specialist. Having worked as a designer / marketer in the entertainment industry for over 15 years, I know that posting consistently on social media can be a struggle for many businesses. Since it's a fast-paced environment, you constantly need to be coming up with fresh, new ideas to keep your business top of mind with your customers. That's where I come in. I help businesses take their social media presence to a PRO level through creative marketing strategy.

I fundamentally believe that your online presence is equally as important as having something awesome to sell. We live in a world where we're fed thousands of marketing messages per day, and attention spans are dwindling by the second. To stand out in the market, you need to stay consistent, and showcase what sets you apart from competitors.

With my 150 Easy Social Media Content Ideas, you'll save a TON of time by taking the guesswork out of what to post, and be able to focus more on CREATING. Start creating content with these prompts today to level up your social media presence!

150 Easy Social Media Content Ideas

1. Behind the scenes
2. Share your workspace
3. What tools do you use to do your work?
4. Show a transformation - before and after
5. A day in the life
6. Share a themed playlist
7. How-to tutorial
8. Share an organization tip
9. Share a time-saving tip
10. How do you plan for the upcoming week?
11. A collection of your favorite resources (blogs, youtube channels, recipes, etc.)
12. Remix / reimagine a popular piece of content
13. State your opinion on X topic
14. Share an unpopular opinion on X topic
15. Share the history of X topic
16. Rate popular things relating to your niche
17. Share a throwback photo
18. Recreate a throwback photo
19. Share what books you are reading right now
20. What's something that you do for fun / outside of work?
21. Share an emotional story
22. Personal post
23. Share a few of your favorite things
24. Share about a trip that you have taken and how it impacted you
25. What's a big risk that you have taken in life? Did it pay off?
26. What's something on your bucket list?
27. Share the process of creating your vision board
28. Share your final vision board
29. Challenge your audience to describe themselves in 3 words or less.
30. What are your goals for this month?
31. How to create your goals
32. Tips for achieving your goals
33. Create a daily or weekly challenge
34. Caption this post

150 Easy Social Media Content Ideas

35. Promote a mini-course
36. Shoutout your top supporters
37. Caption this post (with wrong answers only)
38. Share a misconception about your industry
39. Share a statistic about your industry
40. What's an app that makes your life easier?
41. Quote post that ties to your ethos / your niche
42. If you want X, then you must do Y
43. Journal prompts for X type of person
44. Share industry news
45. Share your company updates
46. Share your website
47. Share your freebie / lead magnet
48. Post something motivational / inspirational
49. Share progress photos / videos of something that you are working on
50. Share advice to someone in your field who is just starting out
51. Share what you wish you knew when you first started
52. What's something that people don't realize about your profession?
53. How did you get to where you are today?
54. What's something that you did in your business that paid off?
55. What's a mistake that you made in your business?
56. What mistakes are people making in your niche?
57. What's something that didn't go according to plan in your business? How did you overcome it?
58. Describe a quick work-related win
59. Describe a long-term win and how you got there
60. Share a win that you had outside of work
61. What does your schedule look like today?
62. What's your morning routine?
63. Holiday-themed post
64. Interview someone in your niche

150 Easy Social Media Content Ideas

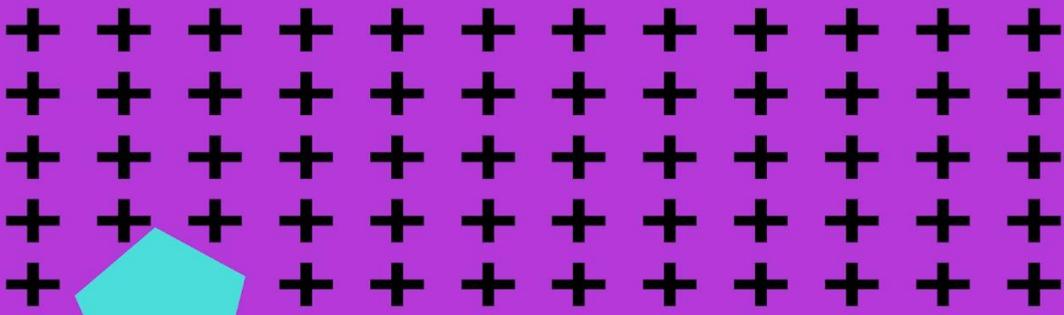
65. Introduce yourself
66. Explain your “why” - why you do what you do. What drives you?
67. GIF / meme / funny content inspired by your niche
68. Gratitude post / thank your followers for being there
69. What’s one thing that you do to unwind?
70. What’s one thing that you like to do outside of work?
71. Share a moment of joy from your day.
71. What’s your guilty pleasure?
73. Announce a new resource that you have created (blog post, freebie, podcast, etc.)
74. Share a feature that you got in the news, on someone’s podcast, etc.
75. Showcase past work from your portfolio
76. Share a case study
77. Share a new work that you will be adding to your portfolio
78. Happy customer testimonial
79. Customer submitted photo / video
80. Gratitude post to followers / customers
81. End of month recap
82. Shoutout to a hero / mentor / someone that you look up to
83. Run a giveaway
84. Promote an exclusive offer for one of your social channels
85. Survival kit / starter kit for X thing in your niche
86. Timelapse of you working
87. No hashtags, so if you’re seeing this, this message was meant for you - talk about your values or your opinion
88. If the zodiac signs were X thing
89. 5 signs that it’s time to upgrade X
90. Share the story behind your branding
91. Share your brand’s mission
92. Share a charity that you are passionate about supporting
93. Vulnerability post
94. Conversation post (act out a scene with two characters speaking to each other)
95. Promote a discount code / sale
96. What products / services do you offer?
97. What is the main benefit of each of your products/services?

150 Easy Social Media Content Ideas

98. What result does your product / service provide for the customer?
99. How does the customer feel after obtaining your service?
100. Who is your product / service for?
101. Describe who your product / service is NOT for
102. When does someone need your product / service
103. What inspired you to create your product / service?
104. How do you use your products?
105. What sets your product / service apart from others?
106. Packaging videos (for physical products)
107. Has a customer used your product in a way that you did not expect? Share it.
108. What's one way that your competitor is missing the mark?
109. Answer customer frequently asked questions
110. Push traffic to one of your other social media channels
111. Top 3 tools needed to get X result
112. Share someone using your product / user generated content
113. Share an embarrassing moment
114. Feature a "who to follow" list that showcases other industry leaders
115. Ask me anything
116. This or that - show the audience 2 options and prompt them for their favorite
117. Share something relatable
118. Which X are you today? - Show illustrations or photos, number them, and have people chime in on which "mood" they are
119. Share someone else's post and add your commentary on it / your opinion
120. Share a quick tip
121. Share a sneak peak of something that you are working on
122. Repost an old piece of content that performed well
123. Share an event that you are hosting / that is happening in your niche
124. Feature a coworker / employee
125. Share the details of your membership program
126. Ask your audience an open-ended question
127. Ask your audience how you might be able to help them the most
128. Ask your audience what they would like to see you post next

150 Easy Social Media Content Ideas

129. Ask your audience what they struggle with
130. Promote a webinar / live stream
131. Share 2 truths and a lie - have the audience guess what the lie is
132. Play a game / have the audience seek for something in your post
133. Share an infographic / flowchart
134. Screen-record a digital process
135. If you could _____, what would it be?
136. Create / act out a POV video
137. What's an investment that you made in your business that paid off?
138. What's an investment that you made in your business that was a waste of money?
139. Create a 30 day plan to getting _____ result
140. Put a unique spin on trending content
141. Share a life lesson you have learned
142. How to make money doing _____
143. 3 different ways to monetize _____
144. Blogs to get inspiration from
145. Podcasts to get inspiration from
146. Books to get inspiration from
147. Does anyone else feel this?
148. How do you create your marketing materials?
149. What vendors do you use for printing your marketing materials?
150. Are there any tools that you use to make your marketing easier?



● Questions?

Consider these content ideas as jumping off points for creating a strong social media plan for your brand. Once you start to use these prompts, you should be able to save time in the content creation process, and take the guesswork out of what to post.

I love helping businesses like yours take the next steps toward creating memorable, stand-out brands. I'd love to hear from you. Reach out to ask me questions, and let me know if these ideas helped you.

You can email me at:

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