



PLANET
SOCIAL MEDIA

100 CONTENT IDEAS FOR SOCIAL MEDIA

1. Link to your own blog post
2. Link to someone else's blog post
3. Link to recent news article
4. Quick tip
5. How-to tutorial
6. List
7. Your opinion on industry news
8. Breaking news
9. Link to survey
10. Video testimonial
11. Business announcement
12. Product/service reveal
13. Employee spotlight
14. Customer case study
15. Joke
16. Funny occurrences in the workplace
17. Quote
18. Pictures shared by your customers
19. Infographic
20. Selfie
21. Team picture
22. Offer
23. Competition
24. Link to lead capture
25. Workplace images
26. Product/service images
27. Employee image
28. Interview with expert
29. Fill in the blank
30. Caption this
31. FAQs
32. Q&A
33. Employee success story
34. Company celebration
35. Testimonial
36. Charity work
37. Careers
38. Awards
39. Statistics
40. Live feed of event
41. Link to whitepaper/report
42. Details of events attending
43. Day-in-the-life
44. Action for audience to take
45. Question
46. Meme
47. Poll
48. Quiz
49. Throwback
50. Presentation



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51. Book recommendation
52. Podcast recommendation
53. Follow suggestions
54. Tool recommendation
55. Recommend a business
56. Non-business related post
57. National/International Day
58. Seasonal content
59. Product/service in use by customer
60. PR mentions
61. Facts
62. Graphs
63. About me/business
64. Holiday imagery
65. What inspires you
66. Who inspires you
67. Employee interview
68. Cute animals
69. Cute kids
70. This or that?
71. Audience challenge
72. Hacks
73. Tag a friend
74. Nostalgia
75. True or false?
76. Ask for feedback
77. Your view right now
78. On location
79. Event pictures
80. Countdown
81. A secret
82. Employee favourites
83. GIF
84. Custom graphics
85. Other people's videos
86. Ask audience for pictures
87. Give thanks and gratitude
88. Industry predictions
89. Story
90. Mascot pictures
91. What NOT to do
92. Before and after
93. Unboxing video
94. Demonstration
95. Sneak peek
96. What's working now
97. Would you rather...
98. Ask for favourites
99. Awareness day
100. Milestone