



50 Creative Social Media Post Ideas

Leslie McDermid @ The Social Launch

50 Creative Social Media Post Ideas

Ever wonder what to post on your social media profiles? Need a little inspiration? Use these social media post ideas to change up your social media content, increase engagement and entertain your audience.



50 Creative Social Media Post Ideas

1. **Unique use of your product**
2. **Fun holidays** that relate to your business– create branded postcards based on anything from Clean Off Your Desk Day to National Coffee Day.
Celebrate fun holidays related to your business.
3. **Inspiring quotes**– people love to be inspired and share motivational images.
4. **Product updates**– be sure to include the benefits to your customers.
5. **Fill in the blanks**– “If I could meet one person this year, it would be _____.”
6. **Ask for input**– what better way to get input from your customers about your product than to ask.
7. **Create a poll**– Maybe you want to know what new dish to serve at your restaurant, or what day of the week an event should be. These are easy to set up and can give you great consumer insight.
8. **Shoutouts to people you follow**– If you have some amazing people that you follow and learn from, share that with your audience. Not only will your audience learn some new information, but likely the people you recommend will feel good about being recognized.
9. **Industry news**
10. **Customer testimonials**– Take a great customer testimonial and create a branded postcard. You could even run a contest and recognize the customers who give you amazing testimonials.
11. **Snippets from a blog post**- Use pieces of a blog post to create smaller posts to share. Maybe it is an important stat, quote or company information.
12. **Branded images**– you can easily **create amazing graphics** with online editing tools like Canva or PicMonkey
13. **SlideShare presentations**

50 Creative Social Media Post Ideas

14. **Ask for stories about your product**– Create a contest or post asking customers for interesting stories about them using your product, or how it has affected their life in some way.
15. **Follow up posts**– Use Google Analytics to determine your top blog post and write a follow-up or updated post
16. **Interviews**
17. **Video testimonial**– Even better than a written testimonial
18. **Tips**– Write a how-to guide to help your audience, tips for saving money, getting organized, or places to see on vacation.
19. **Share your popular blog posts** and re-design the blog graphic with Canva to look best on all platforms.
20. **Contests (Video, photo, captions)**- Create a fun and interesting contest to run on a social media platform.
21. **Customer of the month**
22. **Employee of the month**
23. **Predictions**– People love reading about what the pro’s predict, so share your insights
24. **Share valuable resources**– e-book, whitepaper, course, checklist
25. **Behind the scenes**– Show your audience a glimpse at a recent product launch or a never before seen (appropriate) pic of your co-workers at a work function
26. **True or false question** – Post a question and ask your audience if they think it is the truth or a made-up story
27. **Promote another related business**– help build awareness of a new business, or show some love to a business you’ve used for years.
28. **Be thankful**– thank customers, fans, and employees.
29. **Give back to the community**– donate to a local cause and ask your audience to help, or share a local fundraising event that you are participating in to encourage more participants.
30. **Industry leader quote**

50 Creative Social Media Post Ideas

31. **Giveaways** – [Kim Garst](#) is really great at giving away fun things during her Periscopes. It gets a lot of audience engagement and people love to win!
32. **Sneak peaks** – new products, new office, upcoming events.
33. **Encourage sign ups** – cross-promote your social media channels and encourage people to join your email list by providing valuable content they can't resist.
34. **Infographics** – Visual content is hugely popular and infographics are easy to create and a great way to share information.
35. **Celebrate milestones** in your company.
36. **Themed days** – Motivational Mondays, FAQ Fridays, etc.
37. **Respond to someone** – Maybe you watched an interesting webinar or read a great blog and want to comment or reply- just make sure to give credit to that person.
38. **Share your e-newsletter**.
39. **Product comparisons** – Compare your own products against each other, or share your comments about a line of products.
40. **Recommend a book** – Share an industry related book that you loved, or a list of must-read books.
41. **Share a webinar, podcast, Periscope or Blab** – Could be one that you are hosting, or share one of someone you are following.
42. **Post a challenge** – Ask your audience to participate in a fun challenge and ask them to submit photos, stories or comments.
43. **Case studies** – Create a case study about your product or service and share.
44. **Knowledge** – Share something you learned at a recent conference or an important tip you read.
45. **Q&A session** – Take questions from your audience on social media and turn into a question and answer session to increase engagement and provide exceptional customer service.

50 Creative Social Media Post Ideas

46. Share relevant, local news.
47. Cross-promote your social media channels.
48. A day in the life of– Feature a new employee each week and share what their day looks like. Could be a blog, photo collage or video.
49. Share awards – You don't want to be a bragger, but if you have a recent accomplishment, share it with your fans
50. Product tutorial– Share a video or step-by-step instruction for the best practices of using your product, and include valuable tips your fans will appreciate.

Pay close attention to the types of questions and comments your social media fans and followers are writing on your profiles and use this to your advantage. Provide your customers with outstanding customer service using social media, and use your profiles as a way of really connecting with people. Social media is the perfect place to share how your business is unique.

Questions? Let's connect!

| Twitter <https://twitter.com/lesliemcdermid>

| Facebook <https://www.facebook.com/TheSocialLaunch/?fref=ts>

| Instagram <https://www.instagram.com/thesociallaunch/>

| Pinterest <https://www.pinterest.com/socialmediatips/>

| The Social Launch Podcast

<http://www.socialmediamarketingtipscanada.com/podcast/>

50 Creative Social Media Post Ideas

