120 Killer Social Media Content Ideas

by Nathanial Bibby



120 killer social media content ideas your audience will love

These Social Media Content Ideas Will Effectively Build Your Business

Have you ever been in a hurry, but you didn't have any Social Media content ideas? You are not alone. But with this ebook, we will make an end to that!

You know that content is king in the Social Media world, and you have to post every day so that your audience doesn't forget you. Only those who are consistent see results. Just look at all the leaders.



Important tips to follow

Before you jump on the list of killer content ideas, here are some of the really important tips you should follow at all times:

01

Plan your Social Media content ideas ahead

Winging it won't get you far. You have to plan your content ahead so that it helps you grow your business. Think about how to connect with your audience, what will help them solve their problems and how you can reach out to more people.

What will drive traffic to your content and products and how you can make more sales? You need to think about everything and yes, your content will help you achieve your goals.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Get personal Talk about a business or personal challenge you're facing	**Promote yourself** Share new content (article, podcast, video) or a product	**Quote** Share an inspring quote	**Be the expert** Share a simple hack to a common problem	**Question** Ask a question	**Promote yourself** Reintroduce your business and share how you serve others	**Uplifting** Share your personal mantra or a favourite quote
Share the love Talk about a cause or charity you support and why	**Quote** Share an inspring quote	**Favourites** Perhaps a favourite podcast your followers would like	**Promote yourself** Share one of your most popular pieces of content	**Get to know** #GetToKnow YourCustomersDay	**Question** Ask a question	**Daily hashtag** Share a photo or vdeo related to #SaturdayMorning
Get personal Talk about a business or personal challenge you're facing	**Promote yourself** Share new content (article, podcast, video) or a product	**Quote** Share an inspring quote	**Be the expert** Share a simple hack to a common problem	**Question** Ask a question	**Promote yourself** Reintroduce your business and share how you serve others	**Uplifting** Share your personal mantra or a favourite quote

02

Talk to your audience and get to know them

You should always talk to your audience. But the biggest mistake most solopreneurs do is they talk at their audience. There is a big difference! I learned that from Kat Sullivan (Marketing Solved).

Talking to your audience means you create a conversation through your post. Here are examples that will help you create your posts the right way:

✕ **DON'T TALK AT YOUR AUDIENCE**

"I found this blog post about XYZ and I wanted to share it with you."

✓ **TALK TO YOUR AUDIENCE**

"Have you ever had an obstacle about XYZ? If you did, don't worry because you're not alone. This morning I found this blog post that will help you with XYZ, that's why I'm sharing it with you."





03

Create relevant content for your audience

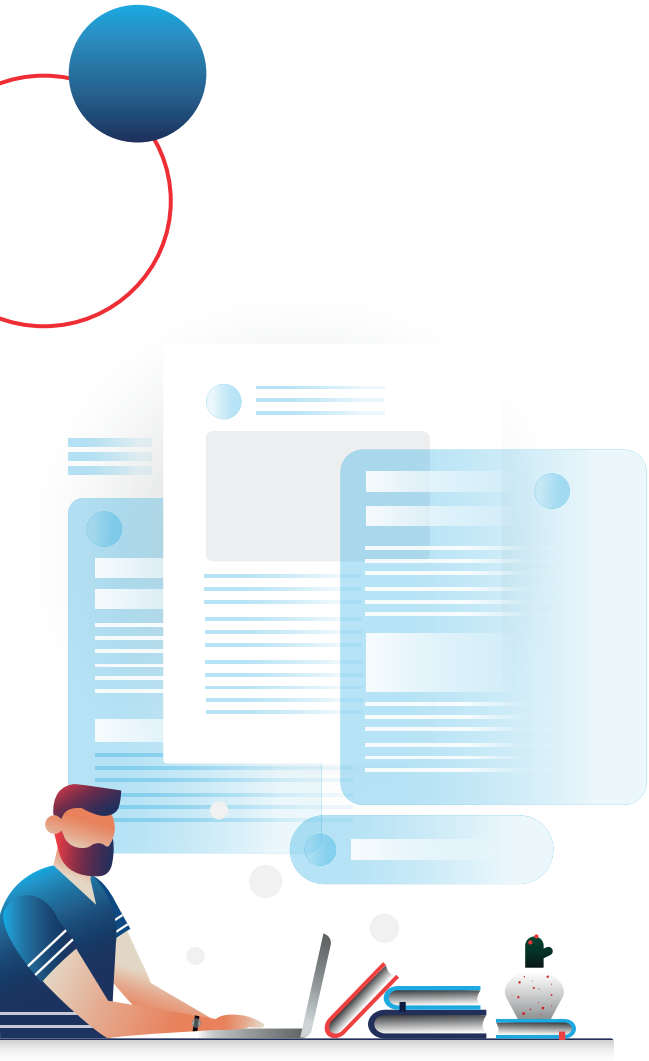
Do you know who your targeted audience is? No, the answer is not "EVERYONE" or else you wouldn't need any help with growing your business (wouldn't that be amazing).

04

Be creative and try to be funny

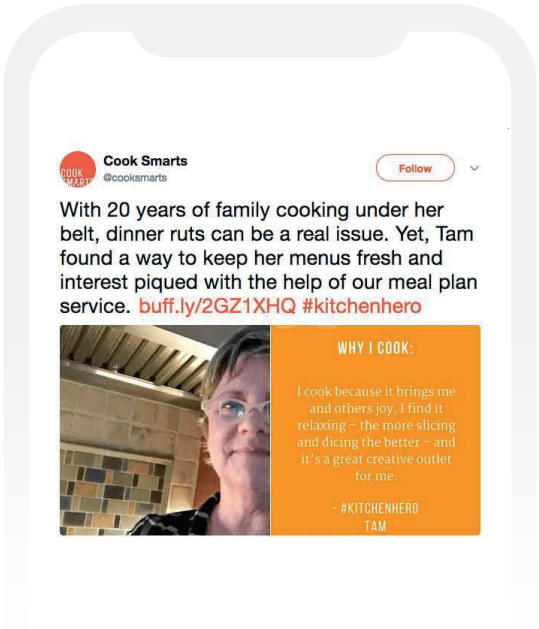
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Stories

1. Share your story (who you are and what your passion is)
2. Talk about sstruggles and how you overcome them (failures and wins)
3. Tell a funny story about something connected to your business
4. Share behind-the-scenes photos or videos
5. Make videos on business events
6. Explain why you decided to buy a product or join a business
7. Talk about your products and how they help people
8. Share someone else's inspiring story
9. Share testimonials from your customer



Quotes

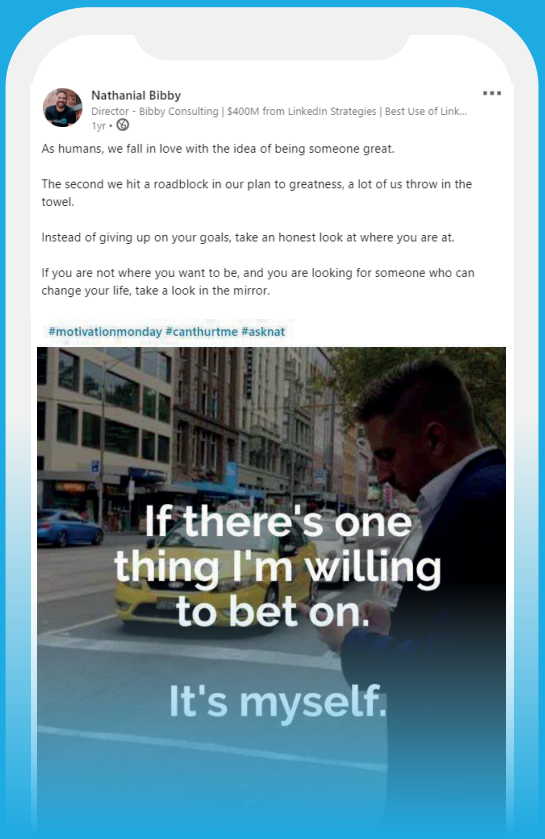
10. Share a funny quote about your niche

11. Share an inspirational quote and tell your audience what you think

12. Share a quote (graphics) – ask your audience what they think about it

13. Share your favorite quote and ask audience to share there's too





Questions

14. Ask your audience what their biggest struggle in business is

15. Ask them what should you post next

16. Ask which topic should you cover in a live video

17. Ask questions related to your business or industry

18. Ask for recommendations (books, courses, anything relevant)

Days of the week

19. Motivational Monday (motivate your audience)

20. Tip Tuesday (related to your niche)

21. Create Wisdom Wednesday post

22. Throwback Thursday
(photos of a trip or your previous results)

23. Freebie Friday (give a Freebie)

24. Saturday Special
(talk about something special)

25. Sunday Funday
(share what you did that day)

#MotivationMonday

#TipTuesday

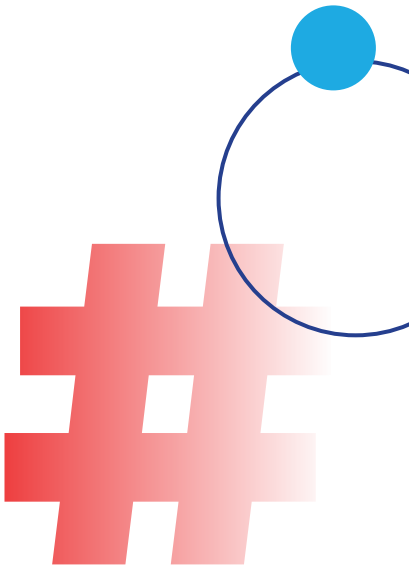
#WisdomWednesday

#ThrowbackThursday

#FreebieFriday

#SaturdaySpecial

#SundayFunday



Promotion

26. Give away a coupon codes

27. Talk about a product that's on sale

28. Sell your products or services

29. Promote your new product

30. Talk about the benefits of the product and how it helped you

31. Promote "One Day ONLY" Flash sale



Videos

32. Host a webinar

33. Make a live video (on profile, page, group or stories)

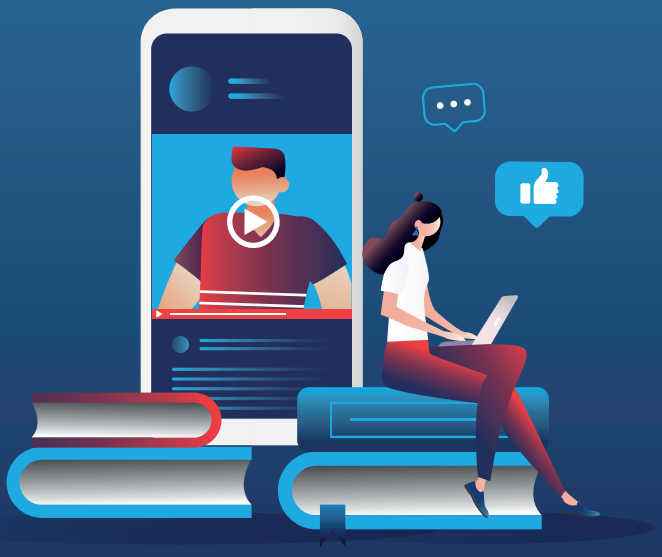
34. Host a Giveaway (on a live video)

35. Create a video with a couple of tips (from your blog), then tell your audience they can find more tips on your blog post (share a link)

36. Make an interview with a leader in your company

37. Upload a short video showing behind the scenes & your lifestyle

38. Host an "Ask Me Anything" live video



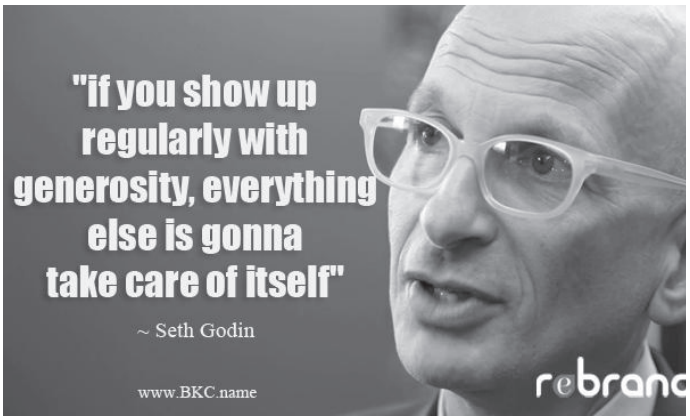
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How-To

39. Share a step by step how-to tutorial (Example: how to set up your profile)

40. Share a how-to create something specific in your niche

41. Share a how-to create & write down your goals



Challenges

42. Challenge your audience to post every day for 30 days and give them a free Social Media calendar

43. Create a challenge about your niche (example: weight loss challenge)

44. Challenge your audience to write down 3 goals and they have to achieve at least one in a week

45. If you don't have any ideas, ask your audience what challenges do they want to do next.



Mini Courses

46. Create a 5-day mini-course about a specific topic in your niche

47. Make an email 7-day mini-course (send one email per day for 7 days)

48. Create mini-course and put them on your blog/website

49. Create 7-day mini-course in your LinkedIn group

50. Make a 5-day mini-course and share it



Create giveaways/freebies

51. Giveaway products to your super-fans

52. Create Freebie about a specific topic that your audience struggles with

53. Host a BIG Giveaway (create rules: they have to like, comment and share your post or video)

54. Giveaway a 15 min coaching call

55. Make a Freebie e-Book and give it away in exchange for their email address

56. Welcome new followers and thank them for joining your group or page



Mention followers and fans

57. Shoutout to your top fan (or top 3 fans)

58. Celebrate 1,000 followers and thank them

59. Share a testimonial from a fan and thank them

60. Give your followers a special gift

61. Create a VIP list and each week choose 1 winner and send them the link to your VIP list where they will get at least 1 Freebie per week



Cross-promote content

62. Share your Instagram post on your LinkedIn page

63. Create a similar post and share it on all Social Media platforms (spread them out throughout the week)

64. Use the same photo/graphics on other Social Media platforms

65. Share a link to your other social media pages, ask people to follow you then follow them back

66. Share your Social Media content to your email list (some will engage on your posts)

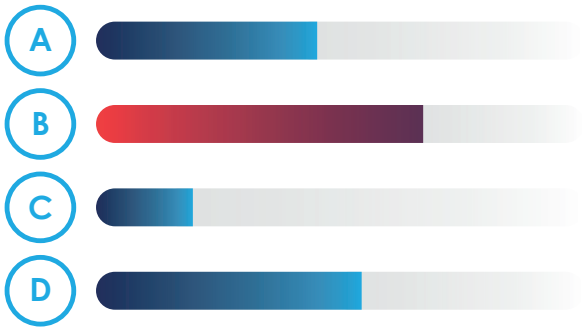
Polls

67. Create a Poll in your live video (ask a specific question)

68. Create a Poll on your profile or page

69. Create a Poll in your LinkedIn stories

70. Create a Poll in Instagram stories



Share your life tips

71. Talk about your morning routine

72. Share your top 3 favorite personal development books

73. Talk about leaders you look up to

74. Share a quick time-saving tip

75. Explain how you prepare for the day or week

76. Share all the things you do daily

77. Share your top favorite apps that help you get organized

Share top tools & resources

78. Talk about the tools that help you create content

79. Share your favorite apps for creating great photos

80. Share the best resources that helped you grow your business

81. Talk about tools that help you save time

About you

82. Create an "Ask me anything" post and answer peoples questions

83. Share what's on your bucket list

84. Share your vision board

85. Talk about what you stand for, your morals

86. Share which trip you are planning next

87. Talk about your favorite destinations

88. Share why you started working in the online business, what attracted you the most, what you don't like about it

89. Talk about who your favorite motivational speaker is and why

90. Create a "Letter to my younger self" (include a picture of you when you were a baby)

Products

91. Create a video on how you use your products

92. Answer the most asked questions about your products

93. Share a sneak peek of your upcoming product

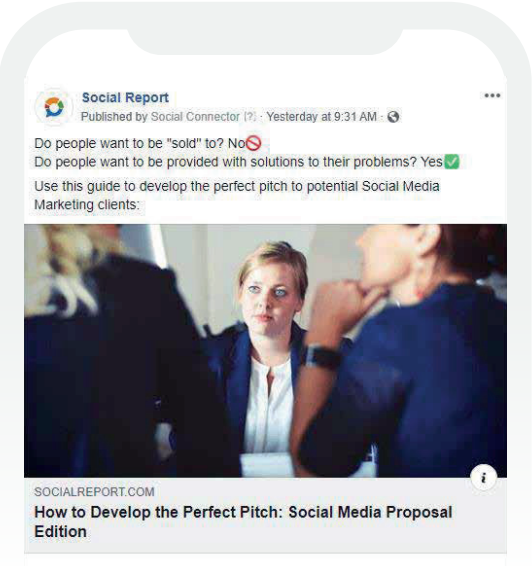
Blog posts

94. Share your new blog post on Social Media

95. Re-share your older blog post

96. Share someone else's blog post and explain what you learned

97. Share a guest blog post that you made on someone else's blog



Grow your email list

98. Tell people to sign up on your email list

99. Create a special email list and promote it

100. The easiest way to grow your email list is to create freebies and share that email list on your Social Media



Other

101. Re-share your old content (photos, quotes, graphics...)

102. Share some interesting news about your niche or business

103. Talk about your favorite things to do (alone or with your family)

104. Share 5 things about yourself that most people don't know

105. Create fill in the blank posts

106. Create a post "Guess the right answer" (something about your or your business – create a poll or give them A, B, C options)

107. Shoutout to your top customers or followers & thank them

108. Talk about the events that you'll be hosting

109. Share your favorite podcasts

110. Talk about marketing mistakes and how to fix them fast

111. Ask your followers how they found you

112. Share some statistics from your niche

113. Create a case study

114. Talk about your WHY

115. Share fun facts about you

116. Wish everyone Happy Holidays

117. Share infographics

118. Create a day in the life post

119. Recommend someone else your audience should follow

120. Post a photo and ask your followers to create a title for it

BONUS TIP

Schedule Ad Hoc Posts

Finally, in addition to your planned campaigns, mix in some ad hoc posts. These are spontaneous one-off posts that aren't necessarily connected to a broader campaign, but they still reinforce your overall brand message.

This leaves some flexibility in your schedule — making it easier to react to trending topics and hashtags, which you can capitalize on for added brand exposure.

With these three tips and all of the following ideas, you should have no trouble staying inspired and keeping your posting schedule full.

About Nathanial



Nathanial Bibby is an award-winning social media marketer and ranked the number one LinkedIn expert in the APAC region by the Social Media Marketing Institute.

In 2019 he was awarded LinkedIn marketer of the year at the Social Media Marketing Awards.

He is the host of LinkedIn Heroes which has featured guests like Grant Cadone, Dr John Demartini, Kerwin Rae, Jack Delosa and 3x Olympic champion Stephanie Rice.

Nathanial is the Founder of Bibby Consulting Group, an agency responsible for generating half-a-billion dollars in sales revenue for their clients using social media marketing strategies.

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