



Growing Your Business Using Social Media

48 Social Media Post Ideas

1. A poll for your followers
2. Photos of your employees
3. A video promo for one of your products or services
4. Content that your customers have created (related to your business)
5. Case studies from customers
6. A link to your newest blog post
7. A behind the scenes video of your business
8. Company accomplishments and milestones
9. A link to an older blog post
10. An infographic
11. Valuable information from other influencers
12. A tutorial video on a common problem
13. A tip or trick that will solve a simple challenge
14. Inspirational quotes
15. Inspirational images
16. Information about upcoming events
17. Giveaways
18. Customer reviews
19. Testimonials
20. Historical info related to your business (throwback photos, etc.)
21. Company culture posts (photos, behind the scenes, etc.)
22. Industry related news
23. A question for your followers to answer





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24. Holiday-related posts
25. An answer to a commonly asked question
26. Links to free resources
27. Job listings
28. Hiring announcements
29. Live videos
30. Links to promote email signups
31. Inviting your customers to ask any questions
32. Asking for customer feedback
33. Product reviews
34. An industry-related statistic
35. Promotion of a partner business
36. A comment on a trending topic
37. Links to valuable tools
38. A day in the life post (CEO, COO, etc.)
39. Favorite product recommendations
40. Links to sales and specials
41. Photos from recent company events
42. Thank your followers for something
43. Expert insights into a topic
44. A weekly roundup of helpful resources you've found
45. A sneak peek at something that's coming
46. An industry-related prediction
47. A creative use for one of your product
48. Promote your products and services

