CONTENT IDEAS

FOR YOUR SOCIAL MEDIA PLATFORMS

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Here are some ideas for different content you can create, or find to post on your social media platforms! What am I missing? Email me and let me know! Happy posting!

THE GOAL

- **To get people to engage with you on social media**
- **To tell your story in the voice and format that best represents your brand**

TRY THESE IDEAS:

- **Quotes by famous leaders** (Try goodreads.com)
- **Images with quotes on them** (Create in Canva.com)
- **Video clips from YouTube** (Search for a topic!)
- **Videos from an event you spoke at** (use a free "movie tool" to cut them down into clips)
- **Questions** (use engaging questions to get people talking)
- **Polls** (you can create on the Facebook platform!)
- **Surveys** (try Google forms or Jotform)
- **Contests and giveaways**
- **Recommended book Lists on Amazon** (Create a list on Amazon - keep adding to it and share it!)
- **Join the #ThrowbackThursday movement** (use a photo of a fun memory from years ago)
- **Live stream from wherever you are** (get creative!)
- **Link to blog posts** (old or new!)
- **News articles pertaining to your topic** (Use Google Alerts!)
- **"Real Life photos"** (Simply post an authentic photo - i.e. of a sunrise, and then tie it in with your brand; I love many of the images on Unsplash.com)
- **Share posts of accounts you follow** (nothing wrong with celebrating someone else's excellent post and story!)

FINAL REMINDERS:

- Comment on other people's pages, as your page
- When people do engage on your posts - engage back!
- Make sure every post ties in with your overall brand!

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