

50 TOP TIPS

FOR ENGAGING SOCIAL MEDIA CONTENT



- 1 Remind people who you are
- 2 Go behind the scenes
- 3 Share a personal story
- 4 Tell people what you sell
- 5 Share a joke
- 6 Share a quote

7 Host an Ask Me Anything Session

8 Post a 'how to' or tutorial



9 Ask a question

10 Host a poll

11 Share your favourite book



12 Share news

13 Ask for recommendations (book, tv, apps, music)

14 Create a blog post

15 Share a tip

16 Go live

17 Post a #SneakPeek



18 Share a blog post

19 Reshare some older content

20 Post a #ThrowbackThursday

21 Let someone guest post

22 Share contact from someone else

23 Share a case study

24 Post a #WednesdayWisdom



25 Post a #FlashbackFriday

26 Share a short video clip

27 Share a podcast

28 Share a YouTube video

29 Post some interesting stats

30 Share favourite resources

31 Share a win or success

32 Share morning routine

33 Post about upcoming events

34 Share an unknown fact

35 Tell people how you got started

36 Share a success story

37 Share a few of your favourite things

38 Post a fill in the blank



39 Host an FAQ session

40 Host an interview with a guest

41 Post something seasonal

42 Thank followers

43 Post #MotivationalMonday

44 Post a #TuesdayTip



45 Post about a trip you've taken

46 Post an item on your bucket list you've done



47 Post an item on your bucket list you haven't done

48 Ask your audience how they found you

49 Pre-schedule content to go out daily

50 Keep your feeds vibrant!

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