

# 14 DAYS OF SOCIAL MEDIA CONTENT IDEAS

## DAY 1

### SHARE FUN FACTS ABOUT YOURSELF



People don't buy from businesses...  
they buy from people!

The more you manage to build an authentic relationship with your followers, the more people will trust you and want to buy from you when you launch products or try to sell your offers.

Share some fun facts about yourself that you would love your audience to know, it doesn't have to relate to your business or your idea.

Just have fun with this and get creative!

In order to involve people in the conversation and spark more engagement, ask your audience to reply back and share something about themselves.

## DAY 2

### SHARE YOUR WORKSPACE

People love to see behind the scenes!

Show your audience your workspace, where you work on your business and create your products or work on your services.

Don't worry about making things look perfect - in fact, we all see too much perfection online. Reality is refreshing and relatable!

Be real and authentic with your followers and show your true self - they will love you for it, trust you and buy from you!

If you'd love to spark engagement, ask your followers to share their workspace with you!



#### NOTES:

## DAY 3

### CREATE A POLL TO GET TO KNOW YOUR AUDIENCE

Polls are an amazing way to get to know your audience, get inspiration for content and ideas for new products or services you could offer.

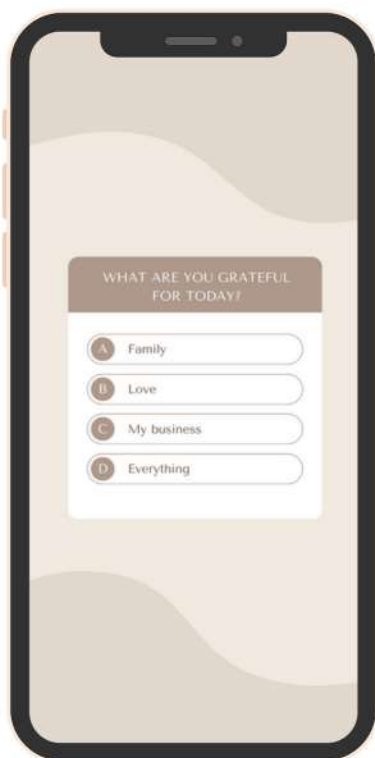
Make it a point to ask questions regularly - polls on Instagram are a really easy, fun and quick way to get to know the struggles, challenges, desires and preferences of your audience.

**Keep it really simple e.g.:**

"When it comes to planning your meals for the week, what's your biggest frustration?"

**Option 1:** Finding Meal Ideas

**Option 2:** Creating A Shopping list



**NOTES:**

## DAY 4

### SHARE VALUABLE TIPS

Share some valuable tips related to your products, services or the problems that you help your audience to solve. You can share short tips in your image and then go into a bit more detail in your caption.

In order to generate engagement and start conversations, ask your audience which was their favourite tip, what they found most useful or if they want more detailed information about a particular tip.

This should start to spark ideas for the kind of content you could create in future.



### NOTES:

## DAY 5

### SHARE A STORY

Share a story and relate it back to your business or the problem that you help your audience to solve.

The story can be about you, a client of yours or even someone famous or someone you know about.

Ask your audience if they have faced the same struggles and what they have tried to overcome it.

You can share a selfie or image and tell your story in the caption or get on camera and record a simple video.



### NOTES:

## DAY 6

### MAKE FRIENDS WITH YOUR AUDIENCE

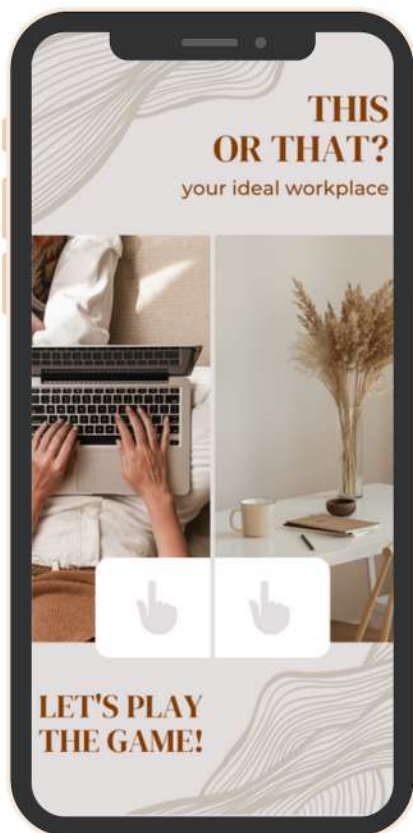
Get to know your audience even better today while also generating engagement by asking them 5 simple "this or that" questions that are extremely easy to answer and don't even relate to your business.

This is just about building the "know, like and trust" factor with your audience and getting to know them like a friend.

**Here are some examples:**

- Instagram or Tik Tok
- Coffee or Tea
- Night Out or Night In
- Book or Podcast

**NOTES:**





## DAY 7

### SHARE AN INSPIRATIONAL QUOTE



Inspirational quotes work really well on social media and can generate lots of engagement and shares.

Find an inspirational quote that really resonates with you and that will resonate with your audience too.

Share it with your audience, let them know why this quote means so much to you and find a way to relate it back to your offer.

Remember to leave a call to action at the end of your caption: what would you like your followers to do? Like, comment or share?

#### NOTES:

## DAY 8

### ASK YOUR AUDIENCE A QUESTION

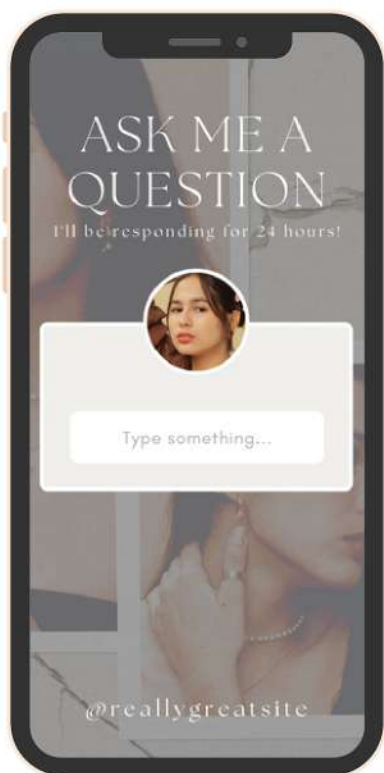
Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

This is a great way to learn more about your audience and to help shape what should go into your products or services.

Make it a simple question that gets people to think about the topic, how they feel about the problem and how amazing it would be to find a solution!

You can share this on your main feed or using the Poll sticker feature in Instagram Stories.

Alternatively ask your audience to ask you a question!



#### NOTES:



## DAY 9

### SHARE A FUNNY MEME THAT YOUR AUDIENCE CAN RELATE TO

Memes are an incredible way to get engagement because they touch on the thoughts, feelings and struggles that your audience faces in an entertaining way!

Your challenge for today is to either find a meme from another account that applies to your industry and that will really resonate with your audience or to create one yourself by pairing a struggle with a funny image or gif.

If you are reposting someone else's content remember to ask for their permission first and then tag them in your post too!



### NOTES:

## DAY 10

### WRITE A PERSONAL NOTE TO YOUR AUDIENCE

This is such a fun, original and sentimental way to make a really personal connection with your audience.

Write out an inspirational quote or a personal message to your audience on a piece of paper and post a photo of that hand-written note to give it a really personal touch.

Share a message to inspire, make a personal confession or let them know you're there for them.



#### NOTES:

## DAY 11

### SHARE A COMMON MYTH OR MISCONCEPTION FROM YOUR INDUSTRY

Share a common myth or misconception that people have in your industry and explain what the real truth is.

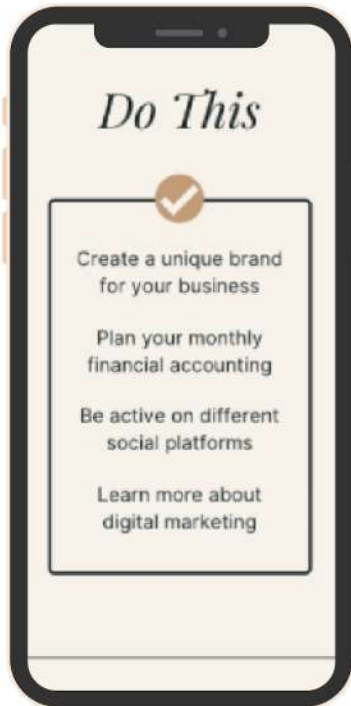
This will help your audience to start shifting their perspective and to recognise your knowledge or experience in this field.



#### NOTES:

## DAY 12

### DO THIS NOT THAT



This is all about sharing valuable tips for your audience related to your products or services, by also sharing what NOT to do along with what you SHOULD do.

Graphics like these are really shareable and saveable because they are so useful and engaging, so definitely try this one out!

When you share valuable content like this, remember to add a call to action for your audience to engage with you in some way: comment, like, save or share.



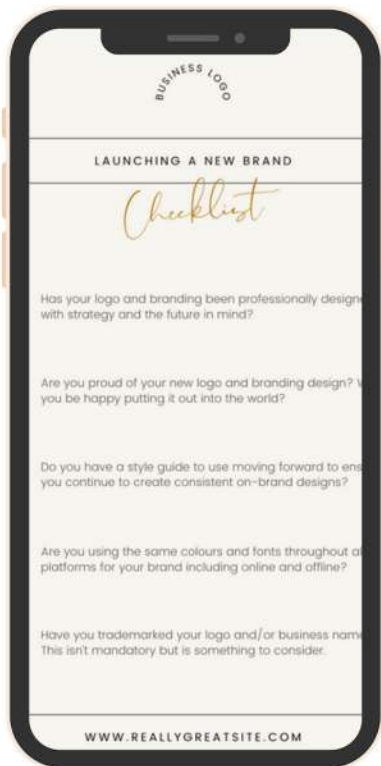
### NOTES:

## GIVE YOUR AUDIENCE A CHECKLIST

Who doesn't love a good checklist?

Just like the "DO This Not That" posts - these posts tend to do extremely well because they provide quick value and can motivate people to want to share them!

Thinking of the topic related to your business, products or offers, create a simple checklist that you know your audience will find really valuable and don't forget once again to add a call to action: like, comment, share or save.



### NOTES:

## DAY 14

### CHALLENGE YOUR AUDIENCE

This is such a fun post idea to encourage your audience to engage with you and to share the post!

Edit the graphic with fun ideas related to your expertise, your industry or your product with a small challenge that your audience can do every day for the next few days.

Invite people to comment back on the post after they have finished the challenge and share how it went!



### NOTES: