

100 Social Media Post Ideas Cheat Sheet

By Angie Gensler

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| <p>UNIQUE PHOTOS & VIDEOS</p> <ol style="list-style-type: none">1. Before and after2. Get handsy3. Unboxing video4. Screenshot5. Demo or screen capture6. Friendly “selfie”7. Caption request8. Behind the scenes9. Changeable letter sign10. Sneak peek11. Make a statement12. Flat lay or styled image | <p>GET PERSONAL</p> <ol style="list-style-type: none">36. Fun fact37. Hobby or passion38. Family time39. Cute kids or pets40. Explore your city41. Book you’re reading42. Relaxation time43. Bucket list44. Challenge |
| <p>BE THE EXPERT</p> <ol style="list-style-type: none">13. Industry article14. Answer an FAQ15. Ask me anything16. What’s working now17. Featured expert18. Award winner19. How-to video20. Live one-on-one coaching21. Common mistakes22. Industry fact23. Infographic24. Time-saving tip25. Money-saving tip26. Quick hack27. Solve a problem | <p>TIMELY TOPICS</p> <ol style="list-style-type: none">45. Federal or religious holiday46. National day / week / month47. Special event48. Industry news or update49. Trending topic or news event50. Viral video |
| <p>ASK A QUESTION</p> <ol style="list-style-type: none">28. Take a poll29. Request feedback30. Ask for predictions31. This or that32. Would you rather...33. If you could...34. What’s your favorite...35. Fill in the blank | <p>UPLIFTING</p> <ol style="list-style-type: none">51. Inspirational quote52. Origin story53. Share a win54. Overcome an obstacle55. Motivating mantra56. Helpful routines57. Inspiring person58. Spread joy59. Balance tip |

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| <p style="text-align: center;">FAVORITE THINGS</p> <p>60. Favorite book 61. Favorite podcast 62. Favorite YouTube channel 63. Favorite online course 64. Favorite tool or resource 65. Favorite product or service 66. Favorite influencer 67. Favorite guilty pleasure</p> | <p style="text-align: center;">SHARE THE LOVE</p> <p>75. Share gratitude 76. Fan photo 77. Cause you support 78. Interview a customer 79. Interview an expert 80. Allow a takeover 81. @Mention a follower 82. @Mention an influencer 83. Thank your followers</p> |
| <p style="text-align: center;">DAILY HASHTAGS</p> <p>68. #SundayFunday 69. #MotivationMonday 70. #TuesdayVibes 71. #WednesdayWisdom 72. #TBT (Throwback Thursday) 73. #FridayNight 74. #SaturdayMorning</p> | <p style="text-align: center;">PROMOTE YOURSELF</p> <p>84. New content 85. Repurpose old content 86. Popular content 87. Free download or resource 88. New product or service 89. Popular product or service 90. Testimonial / case study 91. Promote your newsletter 92. Promote other social profiles 93. Run a contest / giveaway 94. Promote a sale 95. Follower-only flash sale 96. Promote a launch 97. Competitive advantage 98. Celebrate a milestone 99. Feature your team 100. Reintroduce yourself</p> |

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