

# SOCIAL MEDIA: CONTENT IDEAS

Social media can be overwhelming. Can we get an *amen*?! You're over there trying to run your business, find time for at least somewhat of a social life, get your beauty sleep, and now you're supposed to manage these online platforms too? How the heck are you supposed to do it all? The fact of the matter is that the brands that do social media well don't magically have more time, they just have systems and plans in place.

The best way to tackle the beast that is social media, is to have at least some of your content planned in advance. If you plan your content out you won't constantly be left wondering "What do I post today?", and if you still are...we've got you covered.

## 1. FAQs

What are your company's frequently asked questions? Take the time to write them out, then turn them into posts for social media, or maybe even quick videos! How about graphics? Think of all the different types of media you can use to display content; different types of media resonate with different people.

## 2. ONLINE TRENDS

Everyone likes a good **#ThrowbackThursday** post, so take advantage of that to showcase how far your business has come! How about an inspirational **#MondayMotivation** quote?

## 3. MEET YOUR TEAM

Have you taken the time to introduce the members of your team or the people that make it all happen? Bonus points if you make this a series; ex: if you have 8 team members, turn it into a weekly series over the next two months!

## 4. SHARE RESOURCES

Don't forget that social media is a dialogue, not a monologue. You don't always need to create your own content. Share resources from other industry leaders or local companies! This will also help establish your brand as a thought leader in your field.

## 5. ASK

Ask your audience what they want to hear from you! This will empower them + provide insight into what they actually want online. Win-win!

## 6. PROMOTE EVENTS

If you have any upcoming workshops or events, create a posting schedule. Many people make the mistake of only posting about their event once (usually right before it happens). Having a strategy helps you ensure it reaches more people, and have your posts ramp up leading to the event.

## 7. PAST EVENTS

Have you spoke at an event in the past? Share photos and tips from it, or even a video! Simply showcasing yourself speaking helps establish credibility and you/your brand as an industry leader.

## 8. SHARE CLIENT CONTENT

Social proof at its finest! If a happy customer posts a selfie with your product, share that sh\*t! Engage with your fanbase, they are the ones currently buying your products, so why not show them some well deserved love?

## 9. REVIEWS/TESTIMONIALS

Reviews and testimonials are a great way to gain insight into what's working for your clientele, and what isn't. Glowing reviewings always warm our hearts, and is just further added social proof that helps build your credibility. Sharing other's words about you (instead of your own) helps gain trust among your audience.

## 10. ARTICLES

Create a running list of articles that are pertinent to your field. It is much easier to do this in bulk, since you're already researching. Ensure your list has no less than 20 articles of various categories, and draft posts to accompany them.

### LET'S SEE WHAT YOU GOT!

Use **#BowdaCreative** in your posts so we can see them, and show them some love!

### USED THESE AND ARE LEFT WANTING MORE?

We've got you. We'd love to help you plan out your content, and take your online presence to the next level. Give us a shout over at **hello@bowdacreative.com** and we'll get the ball (bow) rolling!



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