

45 social media content ideas for any company



1. The story of how you got started.
2. Behind the scenes of your work.
3. Share a personal story.
4. Share an industry related joke.
5. Share an industry related quote.
6. Post a how to on one of your products.
7. Share a day in your life.
8. Do a competition/giveaway.
9. Announce a sale.
10. Share an industry related tip.
11. Share a blog post.
12. Give a sneak peak of something new.
13. Post a testimonial from a customer/client.
14. Re-post an older piece of content.
15. Ask followers for input on something.
16. Repost a customers content.
17. Ask for tips or advice.
18. Answer frequently asked questions.
19. Interview a customer/client.
20. Appreciation post.
21. Host a quiz.
22. Post something seasonally relevant.
23. Ask your audience where they come from.
24. Share a good podcast story.
25. Share a part of a video you have made.
26. Share a video that you like.
27. Share a useful resource.
28. Share a story about hardship.
29. Share a story about success.
30. Share your morning routine.
31. Share your evening routine.
32. Share where you will be so that your customers can meet you.
33. Share a picture or video of someone using your product.
34. Share some industry related inspiration.
35. Do a "fill in the blank" post.
36. Share a great picture.
37. Shoutout or mention other brands.
38. Shoutout or mention a loyal customer.
39. Let your employee take over your social media for a day.
40. Let a loyal customer take over your story for a day.
41. Talk about common mistakes in the industry.
42. Share what you think the future of the industry looks like.
43. Share your contact info.
44. Post a trip you have taken.
45. Ask your audience how they found you.