



**21**

**Content Ideas**

•• *for you* ••



**Social Media**



# Introduction

## **What is the importance of posting the right types of content?**

To get the maximum from your Social Media efforts you need to consider the type of content you are posting and whether it's engaging and interactive for your audience / followers.

If you are constantly broadcasting your audience will become bored (and annoyed!) and see you as always selling. They will eventually unfollow and unlike your pages.

To prevent this from happening you need a good mix of content to keep your audience engaged, interacting and building a know, like and trust factor with you. The more engaging your content, the more your audience will engage, interact and share your posts, tweets and updates! This then gives you an increased reach for your messages and information you wish to share with your following!





# Introduction

Generate  
content ideas!

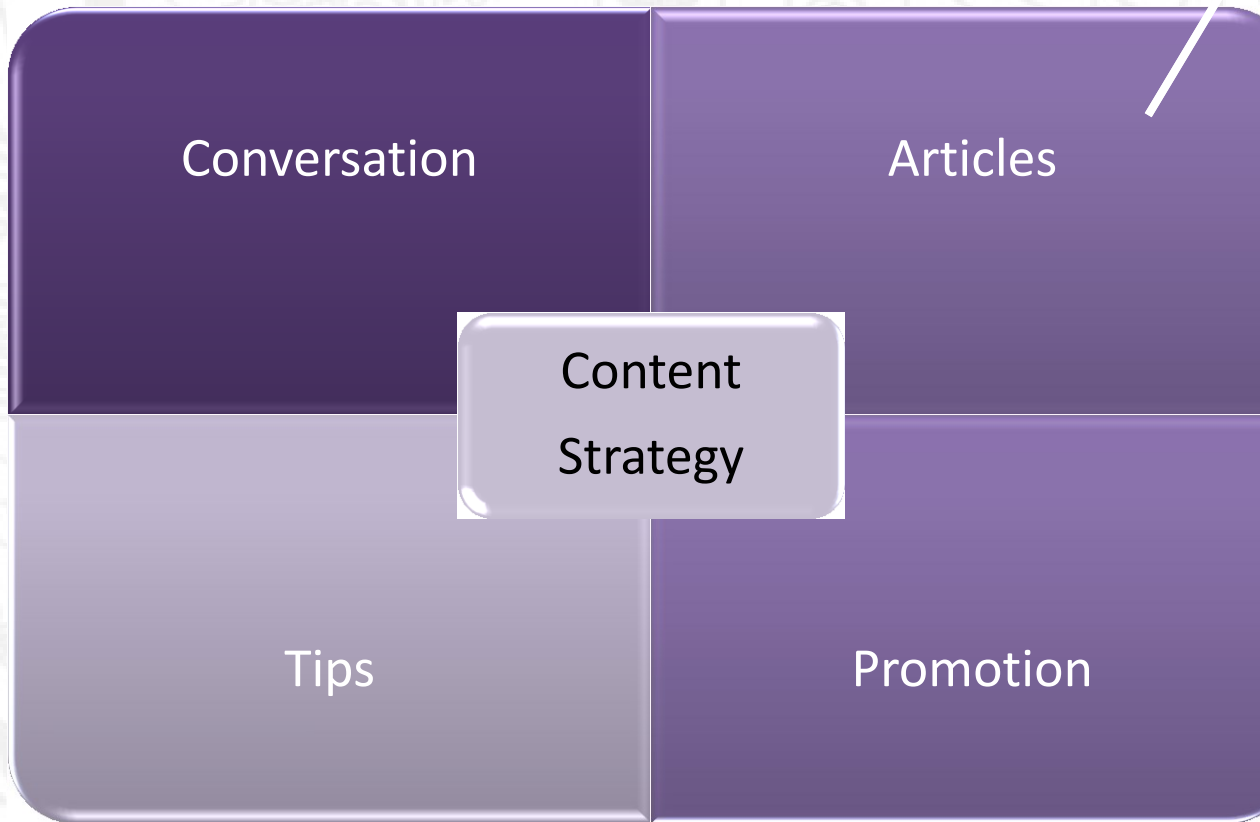


So what types of content could you be posting that are engaging, interactive and expand your reach on Social Media?

Over the years I have put together my own “Content Strategy Template” from experience and research. I am going to share the template with you to help you start creating your content ideas.



# Zoe's Content Strategy Template



Use a mix of these four areas so you are not just focusing on one area.  
I.e. Promotion which is broadcasting and selling!  
One out of four posts should be promotional. The rest should be good quality content and information

**Let's look at each  
area and share  
with you the  
“21 content ideas  
for your Social  
Media”**



## 1. Theme

Look at your year ahead and think of all the different seasonal themes, trending themes right now and themes related to your industry.

Seasonal themes could be – Mothers Day, Valentines Day, Christmas  
Trending themes – Olympics, Great British Bake Off, Xfactor  
Industry themes – Building seasons, Wedding seasons etc.

Once you decide on a theme you can relate your content to a theme.

I.e.: A four week campaign to promote a product. You may have a related theme for each week to make your postings more interactive and engaging.

## 2. Events

What events are going on in your area, industry and nationally?

If you are attending an exhibition, conference, networking event, industry based event you can use this as a conversational tool to engage with people on your social media profiles.

Use the relevant hashtag's to that event to get in front of that particular audience with your message.

Please make sure the events however are relevant to your industry.



# Conversation

## 3. Twitter Chats

Engage in a weekly twitter chat – again making sure this relevant to your industry.

Twitter chats are LIVE online networking events on twitter. They are at a certain time of the day and week.

To find relevant twitter chats for you visit [www.twubs.com](http://www.twubs.com) and check out the twitter chat schedule!



## 4. Trending topics

On twitter and Facebook we are highlighted “trending topics”. Trending topics are keywords, news or people that are people spoken about the most on twitter in real time.

I.e.: Xfactor on a Saturday night TV – If lots of people are tweeting about Xfactor then that will be highlighted as a trending topic.

You can then engage in the conversation if that topic is relevant to your industry / subject.

Use [www.trendsmap.com](http://www.trendsmap.com) to find out the trending topic right now in your area.



# Conversation

## 5. National Awareness Days

A great website that will notify you of upcoming National Awareness Days is [www.national-awareness-days.com](http://www.national-awareness-days.com)

Use this website to see if there are any awareness days that are related to your industry or topic.

This is a great way to get conversational and share some fun content online.

## 6. Blog Posts

Create a blog post for your blog page on your website. This can be 300-1000 words and is normally a journal account, review, facts, information for your readers.

Use trending topics and themes to get ideas for your blog posts.

Always share your blog post once posted to your blog page to all of your social media profiles.

TIP: Share your blog post more than once. Not on the same day, but other the course of a few weeks share more than once and at different times in order to share your post with as many people as you can.

## 7. **Feedly.com**

Find relevant articles, news and blog posts relevant to specific keywords and your industry to share with your social media audiences.

[www.feedly.com](http://www.feedly.com) is a Google application very similar to Google alerts. You define specific keywords and it will filter and pull in relevant articles for your disposal.

It's a great tool and can find some great articles for you to use across your profiles.

Be seen as the one sharing the latest news first!

## 8. **Buzzsumo.com**

Would you like to know what content is trending on social media at the moment.

What are other people posting on FB. Twitter and LinkedIn within your subject and industry and what is being shared and engaged with the most?

[www.buzzsumo.com](http://www.buzzsumo.com) will share some fantastic content posts that are trending on social media profiles. You can then share these via your social media profiles as you Buzzsumo tells you that this content is being engaged and interacted with.



## 9. Publications

How many of you receive regular publications through the post, email or via your Google alerts.

Share this industry news with your audience as it's the latest news they may be interested in reading.

## 10 Top 10 Tips

What are the top 10 tips on the areas you train in, your service provides, how to maintain something etc?

You will all have at least 10 tips you could give to someone.

Brainstorm these 10 tips and then share them with your audience over the next few weeks.

Add a picture with them to get as much exposure to the tip as well. The Facebook Algorithm loves pictures and now Twitter shows pictures in your timeline.

## **1 1. Reasons why..**

Think of the top reasons why people should use your service, use a particular product, join a group etc.

Again just like the tips share these over the next few weeks along with a picture to help increase your reach.

Always use Google also as a resource to find reasons why, and top ten tips.

Note: Never copy content.



## **12. In the day of the life of..**

Interview a member of your staff with at least 5-6 questions.

Then convert these into readable tweets or posts.

Get a relevant picture to go with each tweet or post.

Then tell your audience that “Today our twitter is going to be looked after by our resident Chef, he will be sharing his typical day!”

Then post our your tweets and posts.

People love real life, engaging posts.

## 13. Top 10 Facts/Statistics

Just like top 10 tips, think about the top 10 facts on your particular industry or subject.

Again use Google to find these facts / statistics

# 14. Infographics

Infographic's are pictures with lots of information/statistics and facts in them.

They have become very popular online, and have been known to get many shares.

Use Google to find relevant infographics for your industry or subject. Or alternatively make your own! [www.piktochart.com](http://www.piktochart.com)

# 15. Podcasts / Audio

Share your podcasts or audio recordings with your audience.

Your audience will like different types of content being shared. It is something different to the normal text update.

Produce your podcast recording via [www.audacity.com](http://www.audacity.com)

## 16. Video / Vlogs

Share inspirational, how to, tip videos with your audience that they will find of use.

This can be a video produced by you – Vlog or visit YouTube to find ready made videos you can share that will add value.

## 17. Inspirational Quotes

People love inspirational quotes and statements. I have found that they also love Ted Talks as well.

A great site where I get many of my inspirational quotes to share is [www.brainyquotes.com](http://www.brainyquotes.com)

## 18. Events

Promote your events, workshops, webinars and trainings.

Try not to promote more than conversation, but you do need to promote your event more than once over a specific time period in order for it to be noticed but also to allow people to build that know like and trust factor.

Remember to use Facebook feature “Events” to create your event and invite all your contacts. If they accept your invitation and say they are going to the event then all their contacts then see it, making your event go viral!



# Promotion

## 19. Special Vouchers

Promote your special offers, discounts, tell a friend offers etc.

Again make sure that there is an even balance between your postings with promotional and content.





# Promotion

## 20. Competitions

Create a competition with a giveaway.

Your audience will be interactive and engaging if there is a prize involved and will share this with their contacts if they feel it's a great competition.

Always think out your competition and campaigns and maybe consider social media competition tools to help keep the data together like [www.wildfireapp.com](http://www.wildfireapp.com)



# Promotion

## **21. Send people to your website**

Share FREE resources, newsletter opportunities, postings and information from your website to your social media profiles.

If you can get traffic (people) to your website this will help people understand more about you and your service/products.

If your website is user friendly and says all the right things this will help you in conversions and leads!



# What's Next?

If you have enjoyed this ebook and you would like a step by step guide through your strategy on exactly how to use the tools and put a successful plan together with the expert, then check out.....

## **“Seven Steps To Social Media Strategy Success Workbook”**

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I hope you found it useful! Tweet me @zoe\_cairns*

*To Your Successes  
Zoe Cairns*

