

# 33 IDEAS FOR SOCIAL MEDIA POSTS

## Me

The face behind the business,  
you at work

## FAQ

Useful info for potential customers

## Why I do this

How you got into it, why you set it up,  
what keeps you going

## What do I do

Explain the business

## My branding & marketing

Print, online, social media,  
business card, logo, packaging

## Goals

Plans for the future, short term, long term

## Tools of the trade

What you use to do your work

## What am I reading?

Business, industry specific, personal, to  
relax, magazine, newspaper, kindle

## Can't live without

What is essential for you  
or your business

## #InspirationFiles

Another person, business, family, friend,  
teacher, book, film

## Promote

Blog post, website, special offer,  
email list

## #TuesdayTip

Mini lesson, video

## What I wear

Clothes, shoes, outerwear  
Is it specific to business?

## My helper

Colleague, child, pet, VA

## Testimonial

Feedback from a customer - will it help  
other customers buy from you

## How I stay organised

To Do list, calendar, schedule,  
notebooks, post it notes, job board

## Where I work

Workspace, office, venue, workspace view,  
Local beauty spot, view from window

## My favourite

Favourite product, service, class,  
workshop, aspect of the job

## My customers

Who are they?  
Why do they come to you?

## #BTS

Behind the scenes, how it's made,  
your processes

## #MondayMotivation

Favourite quote or saying

## How I relax

How do you spend your weekends,  
evenings, hobbies

## #SneakPeek

WIP, client project, new product

## #QOTD

Question Of The Day  
Ask your audience something

## Favourite food/drink

To get you through day,  
how you start your day

## Recent

Recent job, project, class,  
workshop, before & after, product shot

## #ThrowBackThursday

How you started, how you've grown

## Industry news

What's going on in your world

## #FridayWin

Milestone, personal accomplishment,  
end of week celebration

## #FollowFriday

Recommend a business,  
support others and tag them

## Inspiring story

Success story for you, client, colleague

## Follow me

Pinterest, Facebook, Twitter

## #Freebie

Download printable, check list,  
tip sheet