



44 Content Ideas for Your Social Media Posts

1. Your Company's Blog Post
2. Post showing your company's culture.
3. Industry News
4. Share Your Best Learning Moment
5. Share the Content of Others including a great caption.
6. Pose a fun question
7. Product Videos
8. How to Videos
9. Share a page from your book
10. Company Behind the Scenes Videos
11. Customer Reviews & Testimonials
12. Quick Tips & Advice
13. Share a Slideshare Presentation
14. Share Your Favorite Book
15. Share a Pinterest Board
16. Share a "Caption This Post"
17. Post a Link to Your Email Marketing Newsletter
18. Memes or GIFs
19. Contest Posts
20. Holiday Posts
21. Company Event Photos
22. Answers to FAQs
23. Infographics
24. Links to Free Resources

25. Podcasts
26. Career Opportunities
27. Company Updates
28. On This Day in History
29. Event Promotions
30. Promote Email Sign-Ups
31. Live Videos
32. Inspirational or motivational Quotes
33. Company Accomplishments
34. User Generated Content
35. Create a Conversational Series
36. Repurpose Blog Post Graphics
37. Case Studies
38. White Papers
39. Share Statistics
40. Share a Fill-in the Blank Post
41. Promote Partners
42. Re-share a helpful post
43. Review a product or service
44. Offer a giveaway