

HOW TO GROW YOUR BUSINESS USING **SOCIAL MEDIA**

48 SOCIAL MEDIA POST IDEAS

A poll for your followers

Photos of your employees

A video promo for one of your products
or services

Content that your customers have created
(related to your business)

Case studies from customers

A link to your newest blog post

A behind the scenes video of your business

Company accomplishments and milestones

A link to an older blog post

An infographic

Valuable information from other
influencers

A tutorial video on a common problem

A tip or trick that will solve a simple
challenge

Inspirational quotes

Inspirational images

Information about upcoming events

Giveaways

Customer reviews

Testimonials

Historical info related to your business
(throwback photos, etc.)

Company culture posts (photos, behind the
scenes, etc.)

Industry related news



A question for your followers to answer

Holiday-related posts

An answer to a commonly asked question

Links to free resources

Job listings

Hiring announcements

Live videos

Links to promote email signups

Inviting your customers to ask any questions

Asking for customer feedback

Product reviews

An industry-related statistic

Promotion of a partner business

A comment on a trending topic

Links to valuable tools

A day in the life post (CEO, COO, etc.)

Favorite product recommendations

Links to sales and specials

Photos from recent company events

Thank your followers for something

Expert insights into a topic

A weekly roundup of helpful resources you've found

A sneak peek at something that's coming

An industry-related prediction

A creative use for one of your products

Promote your products and services

