

WHAT TO POST - SOCIAL MEDIA CHEATSHEET

by Neda Farzad

Unique Photos & Videos

1. Before and after
2. Get handsy
3. Unboxing video
4. Screenshot
5. Demo or screen capture
6. Friendly “selfie”
7. Caption request
8. Behind the scenes
9. Changeable letter sign
10. Sneak peek
11. Make a statement
12. Flat lay or styled image

Be The Expert

13. Industry article
14. Answer an FAQ
15. Ask me anything
16. What’s working now
17. Featured expert
18. Award winner
19. How-to video
20. Live one-on-one coaching
21. Common mistakes
22. Industry fact
23. Infographic
24. Time-saving tip
25. Money-saving tip
26. Quick hack
27. Solve a problem

Ask A Question

28. Take a poll
29. Request feedback
30. Ask for predictions
31. This or that
32. Would you rather...
33. If you could...
34. What’s your favourite...
35. Fill in the blank

Get Personal

36. Fun fact
37. Hobby or passion
38. Family time
39. Cute kids or pets
40. Explore your city
41. Book you’re reading
42. Relaxation time
43. Bucket list
44. Challenge

Timely Topics

45. Holidays
46. National day / week / month
47. Special event
48. Industry news or update
49. Trending topic or news event
50. Viral video your audience might be interested in.

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Uplifting

51. Inspirational quote
52. Your story
53. Share a win
54. Overcome an obstacle
55. Motivating mantra
56. Helpful routines
57. Inspiring person to you or your team
58. Spread joy
59. Balance/self-care tips

Favorite Things

60. Favorite book
61. Favorite podcast
62. Favorite YouTube channel
63. Favorite online course
64. Favorite tool or resource
65. Favorite product or service
66. Favorite influencer
67. Favorite guilty pleasure

Daily Hashtags

68. #SundayFunday
69. #MotivationMonday
70. #TuesdayVibes
71. #WednesdayWisdom
72. #TBT (Throwback Thursday)
73. #FridayNight
74. #SaturdayMorning

Share The Love

75. Share gratitude
76. Fan photo
77. Cause you to support
78. Interview a customer
79. Interview an expert
80. Allow a takeover by team member
81. @Mention a follower
82. @Mention an influencer
83. Thank your followers

Promote Yourself (15%-25% Of The Posts)

84. New content
85. Repurpose old content
86. Popular content
87. Free download or resource
88. New product or service
89. Popular product or service
90. Testimonial/case study
91. Promote your newsletter
92. Promote other social profiles
93. Run a contest/giveaway
94. Promote a sale
95. Follower-only flash sale
96. Promote a launch
97. Competitive advantage
98. Celebrate a milestone
99. Feature your team
100. Reintroduce yourself