

Social Media Content Cheat Sheet

Engagement Boosts

- Ask A Question
- Ask for Advice
- Comment with a gif
- This or That
- Take a Poll
- Would You Rather
- Fill in The Blanks

Expert Status

- A Helpful Niche Article
- A Tip That Solves A Problem
- An Infographic
- Answer FAQ's
- Time Saver
- Relevant Fact

Favourites

- Products or Service
- Person to Follow on Social
- Money Saver
- Website
- Quote

Get Personal

- Current Struggle
- Family Time
- Gratitude Post
- Hobby
- Life Lesson
- Mantra
- Out and About
- Random Fact About You
- What You're Reading
- Your Why

Picture & Video

- Behind The Scenes
- Brief Tutorial or Tip
- Funny Meme or Quote
- Inspirational Quote
- Family Life Photo
- Work Life Photo
- Sneak Preview
- Style Product Photo

Shout Outs & Mentions

- Share A Photo from A Follower
- Mention A Relevant Influencer
- Mention A Random Follower
- Mention Your Most Engaged Follower

Trending Topics

- Google Alert Posts
- Holiday or Observance
- News or Current Events
- Pop Culture Phenomenon
- Viral Video or Post

Self Promotion

- A Feature
- Product Freebies
- Latest Content or Products
- Popular Content or Products
- Promote Your Newsletter
- Promote your Podcast
- Promote Another Platform
- Showcase Testimonials

