

30 FACEBOOK POST IDEAS

Remember that social media is about being social. It's about making people laugh, cry, feel inspired, giving them ideas and so much more. People come to social media to be entertained, not to have products continually offered to them.

1. Branded inspirational quotes with beautiful imagery.
2. Ask a question – What is your favourite colour?
3. Fill in the blank – e.g. My first car was a _____
4. Share your latest blog post or an old one.
5. Ask your audience to share a photo of their dog or cat and share yours.
6. Text only quote.
7. Share a viral post.
8. Do a regular Friday Funny post.
9. Behind the scenes showing something you're working on.
10. Weekend outings of you and/or your family.
11. You in the garden, at the beach or somewhere else.
12. An image of your dinner, then ask what they're having.
13. Word find puzzles.
14. Share a Facebook video tutorial from an industry expert.
15. Post a human interest or heartwarming post.
16. A picture of your office, then ask to see theirs.
17. Do you remember these? Share a nostalgic post you might see.
18. What's your favourite scent – lavender, vanilla, etc?
19. Favourite coffee type.
20. Coffee and cake photos.
21. Industry related tips. Create a series and post one each week.
22. Someone else's blog post.
23. A YouTube video.
24. A post from an industry expert you admire.
25. Cartoons.
26. Mistakes you've made – e.g. I posted a paint spill once.
27. A TedTalk that inspired you.
28. Facebook pages or groups your audience may love to follow.
29. Links to your Pinterest or Instagram account asking for Follows.
30. And of course your products and services... but only about every 4th post!