



Ack! What Should I Post?

Here are 52 Things to Post on Social Media!

It's early morning, and you're panicking, looking at a blank status update for your Facebook page, cursor blinking. As a business owner, what can you possibly put in there that will be interesting, engaging, informative, and entertaining for your followers? What can you post that will grow your business?

Social media is all about great conversation with people who love you and what it is you offer. To get the word about your genius out there, what you post has to be something that calls people to action – they share it, they “like”, they leave a comment. So, to get those juices running, here are some ideas for what you could post!

1. an inspirational quote
2. an educational article that will move your followers closer to their goals in your industry
3. an “icebreaker question” to find out a little more about your followers personally
4. a challenge for the day
5. a funny picture
6. a business tip
7. showcase a client
8. ask a fill in the _____ question about your industry
9. a YouTube video that will move your followers forward in your industry
10. ask a question about your client as it pertains to your industry so you can better understand their needs
11. a job posting
12. your latest blog post
13. a poll about their personal likes and dislikes – make it fun
14. celebrate a lesser known holiday
15. showcase your work with a client (with their permission)
16. create and post an event
17. create and post a survey to find out what your clients need
18. a client testimonial
19. a special offer
20. reply to comments
21. thank your customers
22. “as it happens” updates on an event you’re attending
23. a free ebook or video training
24. vent (carefully)
25. share a triumph
26. share a failure

27. photos of your staff or team members
28. the unveiling of a new product or service
29. countdowns to an event
30. an award your business has won
31. an inspirational story
32. a hilarious video
33. something that lets you laugh at yourself and share with your followers
34. ask someone specific about something – follow up on a task they're doing, and challenge they're attempting, a client they were hoping to land
35. a great find – a restaurant, a product, an experience
36. an inspiring book you've read
37. voice an opinion
38. ask for feedback
39. ask your followers how they're doing
40. share some personal news
41. answer a question
42. post a photo of something interesting you saw in your day
43. share wisdom from something you're reading
44. post about lessons you're learning
45. tell a story
46. capture a conversation
47. share your vision and mission
48. highlight a charity you're supporting
49. post a great TED talk
50. share a local event in your city that pertains to your followers
51. post fun or interesting industry trivia
52. share reactions to current events
53. ask for something you need (yeah, added an extra one here! I was on a roll!)

So, that list should get you started!

If you're feeling overwhelmed by that list, and you're looking for ways to make all of this easier, check out our JumpStart Social Media Workshops where we help you set it all up, establish correct and useful automation, help you create an engaging content calendar for each of your platforms, update and create your graphics, give you a professional head shot, and send you home with everything in place, fully equipped and ready to start on Monday. No panic necessary!

Early bird pricing for our April workshop is also available until March 22, 2013. Other dates are available and you can check them out on the HotSpot website (<http://HotSpotPromotion.com>) under "Our Services"

Please call me at 403-374-0167 or email me at darlene@HotSpotPromotion.com if you have any questions at all pertaining to these workshops or marketing your business with painless and profitable social media!

Darlene Hull
HotSpot Promotion
Painless and Profitable Social Media

