



Do you want to promote your business on social media, but find it difficult to come up with ideas?

Coming up with content ideas to promote your business on your social media can be a daunting task. Whether you are just too busy, don't feel "creative" enough or just need some fresh inspiration, here's a few tips and tricks to get the ideas flowing.

What type of content engages people on social media?

First of all, let's take a quick look at what people are seeking when browsing social media. The most engaging content usually helps people to do at least one of the following things:

- ✓ learn something
- ✓ be entertained
- ✓ be inspired
- ✓ relax and escape the daily grind
- ✓ feel connected

Your content should tick at least one of those boxes.

Know your audience - their interests and their problems

A common mistake many people make when planning content is to start with their products and services. The best starting point is to think about your audience. Who is your ideal customer? What are they interested in? What are their 'pain points?' This is a potential gold mine for content ideas.

With a picture of your ideal customer in mind, brainstorm the types of problems they are likely to have. Also jot down the top ten questions that your

customers most frequently ask. With this information at hand, you can create social media posts that answer your customer's questions and solves their problems.

Get visual

Content that includes an image is always more engaging. Images grab our attention, can tell a story and can convey your brand personality. If you are taking your own photos, grab out your phone when inspiration strikes. As you go about your day, take photos of things that excite, inspire or move you in some way. Find an interesting element in the subject or scene and hone in on it. At regular intervals, you can then draw on your saved photos to create and schedule new social media posts.

Find the story

Humans are wired for stories, and social media posts with a story element often perform well. Listen for interesting stories as you talk to your customers, staff and suppliers. Draw on stories from your own industry and life experience.

For example, say you're thinking about posting a photo of one of your products. You could add a simple story element by posting a picture of a staff member holding up their favourite product and a sentence or two, or quote, about why they love it.



Develop a content series

I know some people who have beef stroganoff for dinner on Mondays, Mexican on Tuesdays, bolognese on Wednesdays... you get the idea! You can do the same with your content. You can develop a weekly or monthly series where particular days have a theme on which to base your content. This really narrows your focus and can make it much easier to come up with ideas. You can choose to advertise the theme, telling your audience it's "What's New Wednesday" or "Salvia Sunday" each week, or just use your theme ideas internally to guide your content creation.

No hard sell

It's important to remember that generally speaking, social media is not the place for the hard sell, but it is useful to inform your audience about your latest products, services, and offers. Make sure you don't overdo pure sales-type posts, and sprinkle them among the engaging, inspiring and informative types of posts.

Reflect your brand personality

All brands have their own unique brand personality. One brand might be fun, quirky and cheeky, whereas another might be more serene, peaceful and artistic. Consider the type of tone

you want to reflect in your social media posts. Keep it consistent and aligned with your brand personality.

Top content ideas

To help you get the ideas flowing, here are some examples of the different types of posts you can create:

- **Informative** – business updates, industry updates, 'how to' posts, 'hacks'
- **Topical** – posts about current or trending news stories as they relate to your business or community
- **Seasonal** – plan content around the seasons, holidays, annual events, milestones
- **Audience participation** – competitions, giveaways, polls, ask the audience a question
- **Inspirational** – customer success stories, finished projects, aspirational lifestyle images
- **Customer success stories and testimonials** – happy customers are your best advocates
- **Entertaining** – post about the humorous, quirky, unusual or surprising
- **Story-based** – go behind the scenes, customer or staff stories, memories

The best way to know if an idea is going to work is to try it. Jump in and give it a go.



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