



# 100 Unique Ideas for Your Social Media Content



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# 100 IDEAS FOR Content & Storytelling for social media

Share content related to mindset that will inspire,  
motivate, or uplift your audience.

## MINDSET

1. Motivational Quote
2. Motivational Video
3. Motivational book
4. Journal Prompts
5. Habit you're working on
6. Overcoming an Obstacle
7. Uplifting Story
8. Inspiring Person or Mentor
9. Morning Routines
10. Night routines



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Let your audience get to know you better. Share personal stories and your insights on a specific topic or industry.

## ABOUT YOU

11. Story of overcoming fear
12. Story of that changed your life
13. Share your story
14. Share your struggles
15. Share a life changing book
16. Share an inspiring story
17. Write a "Nice to meet you post"
18. Why you started your business
19. Share an unpopular opinion
20. Story about a time when you felt like an imposter



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Get to know your audience better by asking questions  
and connecting on a specific topic.

## CONNECTION

21. Who else here is a X
22. What's your favorite podcast?
23. Who else struggles with X
24. Do you remember when...
25. What's your favorite part about (name your niche)
26. Name one thing you do NOT like about X industry
27. Story about a vulnerable moment in your life
28. Story about a day you almost quit your business
29. Answer FAQ
30. Ask for help from your audience



# 100 IDEAS FOR Content & Storytelling for social media

Promote your product or service.

## PROMOTION

- 31. I can't believe it's finally here!
- 32. I'm hosting a free masterclass on X
- 33. This is my BEST valued product
- 34. This product/service is going to change how you X
- 35. X program is out now! DM me for early bird pricing!
- 36. Testimonials
- 37. Talk about the transformation
- 38. How did your product/service help solve your problem?
- 39. Offer a bonus sneak peak
- 40. Talk about bonus



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Get your audience's attention by asking them questions  
and starting a conversation.

## ASK A QUESTION

- 41. This or That
- 42. Would You Rather ...
- 43. Take a Poll
- 44. If You Could ...
- 45. Fill in the Blank
- 46. Never Have I Ever...
- 47. Ask for Feedback or Suggestions
- 48. Caption This
- 49. What is your Favorite ...
- 50. If Money/Time Weren't an Obstacle ...



# 100 IDEAS FOR Content & Storytelling for social media

Follow a trend or start one yourself.

## TRENDING

- 51. Federal Holiday
- 52. Provincial or State Holiday
- 53. National Holiday
- 54. Special Event
- 55. Trending Topics
- 56. Viral Video/Images
- 57. Industry News
- 58. Birthdays
- 59. Trending Hashtags
- 60. Trending Challenges



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Show your experiences and authority on a specific topic.

## AUTHORITY

- 61. My client just hit XXX
- 62. I am celebrating my client creating XXX
- 63. You deserve to have your first X month or X result
- 64. See what past clients have said about X
- 65. I created an X business as an X women
- 66. If I can reach X you can too
- 67. Ask audience what topic they want to learn next
- 68. Share an unpopular opinion about your industry
- 69. Share what you wish changed within your industry
- 70. My biggest secret to X is...





# 100 IDEAS FOR Content & Storytelling for social media

Share your knowledge and invite guest experts.

## SHARE KNOWLEDGE

- 71. Answer a Question
- 72. How-To Video
- 73. Ask me Anything
- 74. Niche Specific Article
- 75. Time-Management Tips
- 76. Interview an Expert
- 77. Solve a Problem
- 78. Infographic
- 79. Debunk some Myths
- 80. How-To Carousels



# 100 IDEAS FOR Content & Storytelling for social media

Show love and appreciation to your audience, clients, or other experts in your industry.

## SHOW LOVE

- 81. Interview a Customer/Client
- 82. Share Gratitude
- 83. Celebrate Someone Else's Win
- 84. Mention a Follower
- 85. Thank You Post
- 86. Small Business Post
- 87. Mention a Mentor
- 88. Customer or Client Photo
- 89. Interview an Expert in your Niche
- 90. Thank someone who's inspired you.



# 100 IDEAS FOR Content & Storytelling for social media

Highlight your followers/fans/clients and make them feel more special.

## FOR THE FANS

91. Free Download
92. Run a Contest/Giveaway
93. Give a free consultation/trial
94. Share a Before + After
95. Promote your Email List
96. Share your Website
97. Testimonial you most proud of
98. Flash Sale for Followers
99. Celebrate your biggest fan
100. Reintroduce Yourself

