

# 90 DAYS of CONTENT

## Talk TO your audience - not AT them

### REMEMEBER:

**Post to connect.**

**Post to learn more about your audience.**

**Post to start a conversation.**

**Post to get leads.**

**Post to drive traffic.**

**Post to build your business.**

1. show a step-by-step guide on how you do something, or show the steps in a series of photos or slideshow.

2. Create a cartoon or avatar.

3. Write a how-to article. Give instructions on the steps needed to do something

4. Offer a list of benefits of using your product, service

5. Share a list of things to avoid.

6. Use current events, trend or celebrities to relate to your content

7. Use someone else's article and support or debate points.

8. Share an excerpt from an ebook or blog with a call to action to download for the rest of the information.

9. Share your slides from a recent presentation.

10. Share conference notes and take aways.

11. Do a recap of last years, months, weeks popular posts

12. Post shout outs to supporters, clients, customers, etc.

13. Ask a question and share the results (include how your company solves that problem)

14. Offer a daily tip

15. Tell a joke or riddle

16. Use pictures to show what you're working on

17. DO a review of other non-competitive products or services that your community, audience acres about

18. Offer industry take a-ways or breaking news. Give information.

19. Interview your favorite customer or client.

20. Post slideshow or photos from a recent event

21. Run a contest or give away.

22. If your company has news to share (ex. Promotion, award, etc) share and inspire your audience

23. Answer a common question

24. Thank people who comment on your posts or share them

25. Share your newsletter

26. Share a you tube video (yours or someone else's) and spark conversation

26. Offer a daily tip

27. Tell a joke or riddle

28. Use pictures to show what you're working on

29. Record an interview with someone who uses your products or service.

30. Record behind the scenes video or creating, doing various things

31. Post pictures of a conference or event you've attended

32. Ask for opinions on certain topics or questions.

33. Shine light on your customers or employees. (ex. person of the week)

34. Have a theme (ex. Motivational Monday, Sunday Funday, etc.) and post related content

35. Have a guest host, celebrity or influencer to give you a review or comment

36. Ask for ideas to solve a problem or issue people are facing

37. Tell the first part of a story or joke and let your audience finish the sentence

38. Ask a hypothetical question (ex. Would you rather\_\_\_\_\_?)

39. Share information about your company milestones

40. Post a mystery photo have people guess the person, object, location, etc.

41. Post a photo and have your audience caption it

42. Post pictures of your products use captions to descriptions (ex recipes, style tips, etc.)

43. Compare two products in a post. Prompt your audience to add their comments

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cont

44. Celebrate holidays or national days
45. Tag others to wish everyone a happy (day).. (ex. Veterans on Veterans day)
46. Share blog posts (yours and others)
47. Share customer reviews and testimonials
48. Host an "ask me anything" post
49. Share free resources
50. Promote an event
51. Give away something for email
52. Post inspirational quotes
53. Ask client or customer feedback
54. Share your company story
55. Get creative with emojis
56. Share industry statistics.
57. Repost an old post
58. Pair serious topics with something casual (use a funny relevant GIF or image)
59. Offer tips and/or advice
60. Share brand stories
61. Ask for suggestions to improve
62. Share royalty free images
63. Ask customers to share photos with your product, service
64. Share a third party resource
65. Create a product illustration
66. Share your podcast, website, etc.
67. Get transparent (Are you increasing prices? Did something go not really as it was planned?)
68. Post a job or volunteer position
69. Post of milestones (this day last year, this day in history, etc)
70. Let followers take a trip down memory lane by sharing their favorite products or services
71. Post fun facts or interesting tidbits
72. Post a Puzzle picture and have ppl guess what product it is
73. Participate in community causes and share pics
74. Share motivational quotes or messages
75. Organize a photo contest where fans post pics of their favorites from your company
76. Have big holiday offers (black Friday, Veterans Day, Mothers Day, etc.)
77. Share your morning routine or "a day in the life of"
78. Ask for predictions (ex. Who will win the super bowl, etc.)
79. Like-If (ask followers to LIKE the post "if" they did something similar
80. Share-If (ask followers to SHARE the post "if" they did something similar
81. Ask truth or myth questions
82. Share other profiles. Promote colleagues or partners
83. Seasonal posts
84. Post affiliates. Share products or services that are related to your business that followers might enjoy
85. Say Thank You to fans. (ex. We just hit 500 LIKES!)
86. Photo of the day tag.
87. Give a sneak peek of products, services, blog topics, etc.
88. Share Social media page links
89. Share YOUR recommendations. Tried something awesome, read a book, saw a movie, etc. Share it
90. Share WINS or successes as well as LOSS or failures
91. Share "places" posts when you travel esp if you have your products or services there