



Image: Canva

Stumped for content ideas for your social media feed? We have the answer!

Here are 24 different ideas to help you fill your social media calendar. [Download and share the infographic](#) too.

1. Refresh & Re-post: Dust off relevant content and add a new photo. Then reshare it.
2. Case Study: Share a client success story, including data and quotes.
3. Best-Of List: Promote your most popular blogs or content.
4. Tutorial: Demonstrate, with video, how to do something.
5. How-To: Keep the list short and use odd numbers for better engagement.
6. Freebie: Create a downloadable that fans will love. Capture leads too.
7. Snackables: Break-up presentation content into snackable pieces.
8. Hacks: Wow fans with tips on how to hack a common task.
9. Polls: Ask a question and offer 3-4 choices. Then share results.
10. Tool Belt: What tools do you use? Ask the audience and then share the list. P.S. This is great for backlinking too.
11. Discounts: Surprise fans with a discount off services, events, or products.
12. Holidays: Celebrate holidays with themed graphics, videos, and posts.
13. That's Strange: Share fun or strange facts about your / your client's industry.
14. Announcements: Promote a webinar, event, new service, or product.
15. Look at That: Post a behind-the-scenes video about your business.
16. FAQs: Answer client or commonly-asked industry questions.
17. Quotes: Leadership, humor, interesting facts, stats, and more.

24 Days of Content to Fill Your Social Media Calendar

18. Fill in the Blank: Ask fans to complete a fill-in-the-blank sentence, like “If I won the lottery, I would _____.”
19. Humor: Cartoons, memes, gifs, and video clips are good for engagement.
20. Controversy: Ask an industry-related hot topic, like “Is GIF pronounced ‘ghif’ or ‘jif’?”
21. What day it is? The [National Day Calendar](#) has fun, national days to celebrate.
22. Infographics: Like the one for this list, make data easier to digest.
23. Trivia: Post a trivia question and acknowledge the right answers.
24. What is that? Post a zoomed-in photo of something common (like a tennis ball) to see if people know what it is.

If you need help creating a content calendar for your business, [give us a call](#).