

## Social Media Topic Ideas

The key to social media is to offer good, useful or funny content and to post it regularly to engage your audience.

Here is a sample topic list to help keep you on track when posting to your social media accounts. Always include a good photo or video. Remember, you don't always have to create new content, sharing counts!

**Monday** - Uplifting or funny message

**Tuesday** - Tips about the use of your products, services, or industry

**Wednesday** – News about your business, awards, reviews, memberships or sponsorships

**Thursday** - Solve a problem your customers have or offer a resource

**Friday** - Feature a staff member

**Saturday** - Feature charity work by your owner or staff

**Sunday** – Ask a question , take a poll, have a contest

### **To be a social media expert, you have to be like:**

1. Donald Trump: Boast about your accomplishments
2. Ann Landers: Give only good advice
3. Walter Cronkite: Offer news about your business and industry
4. Tom Hanks: Keep in positive. Always be kind and helpful
5. Daniel Day Lewis: Be dedicated. Stick to a regular schedule