

SOCIAL MEDIA CONTENT IDEAS

If you feel stuck with what to post on social media, here are some free resources and ideas to reduce the overwhelm.

Depending on your specific business goals for example: online presence, event attendance, customers or sales, a content calendar can be built to best support your goals. Reach out via www.aussieonlinegrowingonshopify.com.au

Any social media is better than none, however, and with some thought and planning, this is something that you can DIY. I hope this helps reduce the overwhelm!

Logistic Updates

Social Media can be somewhere your potential customers go for updates on events, your business, service/product offers, even industry statistics. Don't assume people already know, or, they don't care.

www.semrush.com

Their Topic Research Tool allows you to punch in a topic and get content ideas to use in creating content.

Start a series

Suits either video or image posts (photos or graphics). Keep the copy and/or graphic consistent through the series for cohesiveness. Ideas:
#ThrowbackThursday
#MondayMomentum

Share a Meme

Depending on your business tone-of-voice, industry or goals, sharing memes from other accounts can be a great way to increase your account's reach without designing or creating assets.

Interviews or Reviews

From customer reviews, nice emails, a staff quiz like 10 things you love about --- share these answers (with permission or anon) in your content.

www.answerthepublic.com

Punch in your niche or product and get a mind-map result of questions to answer on video, in graphics, or text only posts.

Repost and Repeat every 60-90 days your evergreen content

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