



online

101 Sensational

Social Media Post Ideas



101 post ideas to fill your social media calendar!



# 101 sensational

# Social Media Post Ideas

For a description of each idea, visit [fempire.com.au/sensational-social-media-post-ideas](https://fempire.com.au/sensational-social-media-post-ideas)

1. Share a fun graphic
2. Share a funny meme
3. Share an interesting statistic
4. Post a branded image
5. Post a boomerang
6. Share an animated GIF
7. Post a branded video
8. Discount/promotional offer
9. Ask your followers a general question
10. Ask your followers an industry question
11. Answer a frequently asked question
12. Share a productivity tip or trick
13. Share something you do to stay motivated
14. Share what you're doing right now
15. 'Day in the life'
16. Behind-the-scenes at the office
17. Testimonial quote
18. Breaking news
19. Contest/giveaway
20. Run a poll
21. Run a 'reaction poll'
22. Video training
23. Fun fact about your business
24. Fun fact about you
25. Share an industry article
26. Share your latest blog article
27. Turn a blog article into a video
28. Link to a guest post
29. Reshare old popular blog posts
30. Repurpose content into micro-content
31. Share company accomplishments
32. Round-up post
33. Share user-generated content
34. Highlight a product or service
35. Thank your followers
36. Inspirational quote
37. Tip of the day
38. Make a recommendation
39. Challenge your followers
40. Share a survey

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## SAVE COUNTLESS HOURS & put those ideas into an action plan!

Kick-start your social media planning with our comprehensive 2021 calendar planner. We've taken our best ideas, and scheduled them out for you.

Our calendar planner also includes:

- ✓ 100+ questions to ask your followers
- ✓ 100+ inspirational quotes
- ✓ 130+ daily hashtag inspiration

[fempire.com.au/calendar-planner](https://fempire.com.au/calendar-planner)





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41. Announce an upcoming competition/launch
42. Tell a story
43. Share a helpful resource
44. Share a printable freebie
45. Promote a free e-course
46. Promote a webinar
47. Socials-only promo
48. Case study
49. Favourite hacks and tools
50. What you're working on
51. Backstage at an event
52. Encouragement
53. Before and after
54. Run a photo contest
55. Post relatable 'tag a friend' content
56. 'If you could...' question
57. 'Fill in the blank'
58. Share your Spotify list
59. Book recommendation
60. 'How to' post
61. Show off one of your customers/clients
62. Image puzzle
63. Throwback photo
64. What/who inspires you?
65. Who do you admire?
66. One thing you can't live without
67. Share your favourite life hack
68. Showcase your brand
69. Show a personal project
70. Share the social consciousness behind your business
71. Share why you started your business
72. 'Caption this'
73. Share a controversial opinion
74. Ask for feedback or advice
75. Ask for reviews or testimonials
76. Recommend someone else to follow
77. Ask your audience what they want
78. Share your brand mission
79. Share photos from company events
80. Introduce your team to your followers
81. Share a team member's story
82. Participate in popular hashtags
83. Highlight holidays
84. Sneak peek of new product/service launch
85. Share your 'wins'
86. Interview someone
87. Share a life update
88. Share a 'more about me' post
89. Influencer takeover
90. Share your goals
91. Go live
92. A trip down memory lane
93. A history lesson
94. Something you're grateful for
95. A significant moment
96. A common misconception
97. Share an infographic
98. Highlight a supporter
99. Conduct a live Q&A
100. Reshare photos/posts
101. An 'in case you missed it' post