

50 Social Media Post Ideas

Motivational Monday

Go Live in Facebook or record a video of yourself explaining what inspires and motivates you. Or link to a motivational YouTube video.

Industry Info

Link to an article or video that's relevant to the wider industry that you operate in (eg. beauty, health, fashion, home decor). Preferably good news, exciting new developments or new trends.

Gratitude

Talk about what you're grateful for (video or status update). If you can relate it to your business that's great but not essential.

This or That

This or That posts (choose between 2 options) get great engagement. They're a bit of fun and don't have to relate to your business or products. Do a Google Image search to get some inspiration.

How To

Create your own video or link to a 'how to' video that explains how to use a product that you sell. If you link to someone else's video put a personal message in the status update - tell people why you love the product.

Answer a Question

Is there a question you get asked a lot? Answer the question in a video or post. Use some silly photos or emojis to make it more fun.

My Office

Show a photo of your office and ask your fans to show theirs. If you're not in an office, show that too (eg. beach, couch, while waiting for the kids, etc.)

My "Shop"

Post a picture of where you store products. At home, neatly shelved, in your car ready to go, etc.

Charity

Talk about a charity or cause that's close to your heart. Give people a glimpse of the philanthropist side of you.

Pinterest Board

Share a Pinterest board that isn't necessarily yours but relevant to your field (eg. beauty or home decor) or something seasonal (Easter, Christmas, etc.).



What I'm Doing Right Now

Post a photo of yourself and what you're doing. Ask your followers to do the same.

Share a Passion

Share a different passion, hobby or interest that's not related to your biz.

Flashback Friday

Share a memory, old photo or video or newspaper article of your company or the products.

Caption This

Find a funny picture and post it with the question to caption it.

Work-Life Balance

Share a life lesson, tip, hack, or idea that you've learned on work-life balance. You can also take a picture of your diary or planner or to-do list if that's relevant. This is an indirect plug for your biz.

Catalog Update

When new products are launched, pick one new product and explain why you're so excited about it. A video would work great for this post to show the product and your enthusiasm.

Inspirational Quote

Post an inspirational quote tile. Explain what it means to you or why it resonates with you - make it personal even if you post a tile someone else created.

Packaging Hack

Share a way to upcycle or reuse your product packaging materials. Many materials can be used in kid's crafts or as pet toys. Google is your friend to get ideas and pictures of the actual process are essential!

R&R

Post a meme or picture looking forward to the (long) weekend or whenever you have a rest day. Everybody can relate to the need to relax and recharge the batteries.

Tip Tuesday

Post a product or life tip. Pictures are a bonus.

Emoji Product

Mention your favorite product (or a product you want to highlight) using as many emojis as you can. If you can describe the product in emojis only, ask your followers to figure out which product it is.

Share a Sale

Share a sale that isn't yours. When a complimentary product (something that goes well with your products but is not sold by you and is not a competing product) goes on sale, share it with your followers. They're likely to be interested and it shows you've got their best interests at heart.



- Days of the Year**
Google some funny days of the year and share them. (eg. Pancake Day, No Pants Day, Magic Day...)
- Facebook Party Pic**
Post a selfie that shows you partying on Facebook. (eg. in pajama's, chilling on the couch, sunning yourself in the backyard, etc.)
- What If....**
If I had an unlimited _____ budget, I would spend it on..... (eg. craft budget, car budget, food budget, clothes budget, holiday budget.) Engage with answers from your audience too, have a conversation!
- Behind the Scenes**
Show what's happening behind the scenes in your business. For example party prep, display set-up, sorting orders, etc.
- Create a Kit**
Can you create an 'emergency' kit with your products? Put together your "Mothers Day Gift Kit" or the "Overseas Flight Emergency Kit" or a "Last Minute Glam Emergency Kit". Take some attractive photos and explain the products in the kit.
- Ask me Anything**
You can do this as a Facebook Live or a post. Get some friends to get the ball rolling with some good questions (not just about your business or products).
- Product Hack**
Can your products be used for something else? Do they have some surprising uses? Post a product hack. You can also invite product hacks from your followers (with or without a reward).
- Throwback Thursday**
There are many Throwback Thursday ideas you can choose from: a photo of yourself as a child, a photo of you when you first started your business, a pic of a band or movie that you liked as a teen, a pic of a product you liked as a teen, your hometown 10 years ago, your neighbourhood, etc.
- Customer Review**
Share a customer review for a product or party.
- Before and After**
Share a before and after photo. It can be personal (renovation of your office, new hairdo, personal styling session, diet, a new moisturizer etc.) or from a customer using your product.
- Family**
Post a picture of your family and explain how your business success has impacted their life in a positive way.



Poll

Create a poll and report back on the results. You can ask about favorite TV shows, product faves, morning vs night person, saver vs spender, etc.)

Time / Money Saving Tip

Post your time or money saving tip.

National Take a Wild Guess Day

You declare that today is "Take a Wild Guess Day". Post 1 fact and 2 fibs and have your followers guess which is which.

Your Helpers

Does your partner, friend, child, cat, dog, parrot help you when you're sorting orders? Show a pic of your helpers. Cute is great!

Mail

Do you send catalogs? Party packs? Samples? Take a photo of your outgoing mail and create a sense of excitement in your status update.

Foodie

Can't beat the classics: take a pic of your coffee, lunch, dinner and share. Your aim is to show you're a person, not a business or organisation.

Screenshot

Take a screenshot from an online training or meeting you're running or attending (Zoom or Skype). Caption it with something like "I can't believe this is my work! I am surrounded by friends and learning something new. Love it!"

Fan Friday

Share something a fan/follower/customer has said about a product or party.

Geek Out

Find a statistic relevant to your products, company, field, or the direct selling industry. (eg. percentage of organic ingredients, percentage women in direct selling, etc.)

Macro Monday

Take an extreme close-up photo of one of your products. Ask followers to guess what the product is.

This is Me

Post a selfie and give people 3 facts that they might not know about you.

Re-Share

Look at your older published posts and check which one is popular. Reshare that post or redo the post and publish.



All Time Favorite

Share your all-time favorite product or the company's best seller. Explain why that's such a great product and why you love it.

Random Recommendation

Recommend a book you've recently read, a podcast you like, an app you use all the time, or a movie you've seen.

Not Doing That Chore

Which chore are you avoiding because you're 'busy' partying on Facebook? Which chore would your followers like to avoid?

Monday Funday

Most people don't like the start of the week, show what's fun about *your* Monday.

Infographic

Find an infographic on the internet that your followers will relate to. Share the image and/or article.

