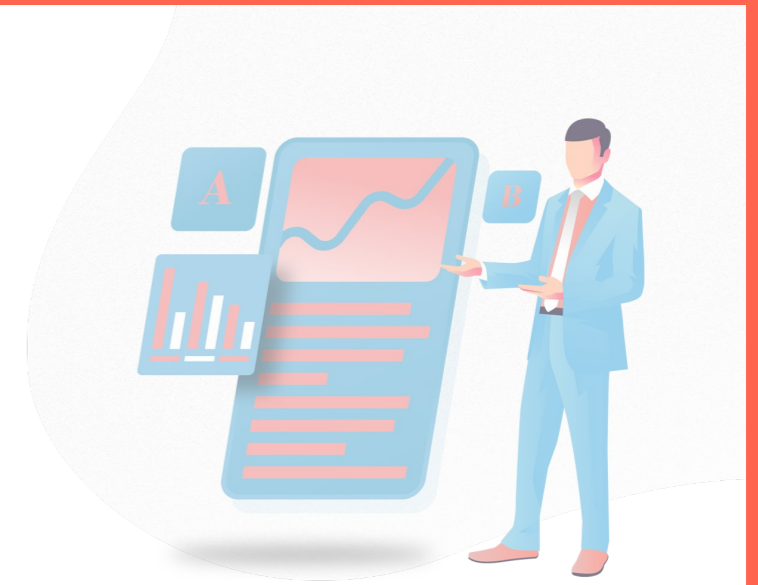


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70 SOCIAL MEDIA CONTENT IDEAS

Content

HOW YOU STARTED

Delivery

Video Blog Infographic



Description

Reminding people how you started is always an intriguing insight into your business. Be proud of your beginnings and tell people how you got to where you are.

Content

BEHIND THE SCENES

Delivery



Video Image Blog

Description

Consider showcasing your business through a more personalised lens. Take your audience on a journey with you through seeing what's happening behind closed doors. A great way to increase engagement.

Content

SHARE A QUOTE

Delivery



Image

Description

Share an inspirational or relevant quote that reflects the value of your organisation. Quotes are great for connecting on an emotional level with your audience. Try encouraging engagement by asking a question in your caption.

Content

#AMA 'ASK ME ANYTHING'

Delivery

Video Image Text



Description

Engage your audience by hosting an open forum where they can ask you anything. You have got the choice to either set a general topic for questions or to leave the room open. Pre schedule a time slot when you will be accepting questions as this will attract a crowd if you have marketed your AMA effectively. Also consider tools such as Facebook live, Instagram Live etc.

Content

SHARE A BOOK

Delivery

Image Video



Description

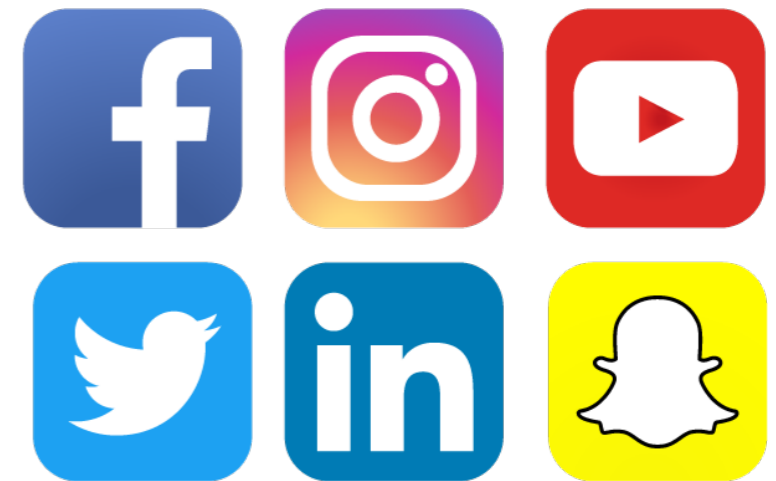
Share knowledge! Help your audience and clients become better versions of themselves. Share a book that you have taken great value from and explain why you recommend the read.

Content

TIPS

Delivery

Video Image Blog Infographic Text



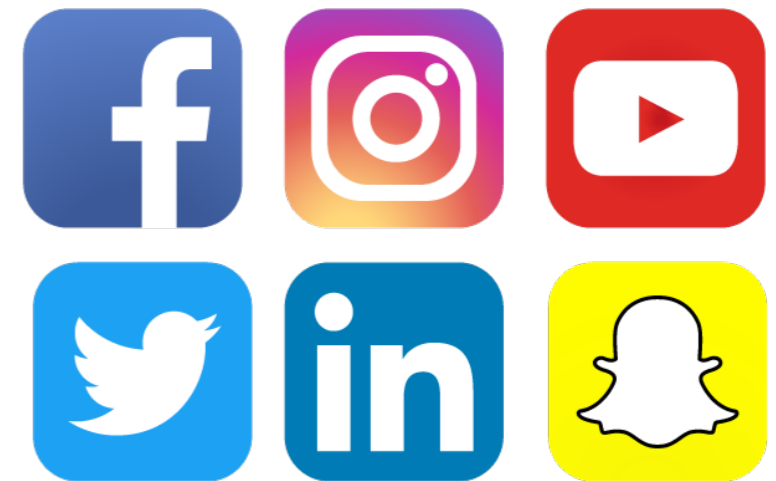
Description

Show people you are the expert. Share tips and always link to a call to action and a plan for next steps. Remember we are using social media to keep your theoretical shop door open all the time.

Content

SNEEK PEEK

Delivery



Video Image

Description

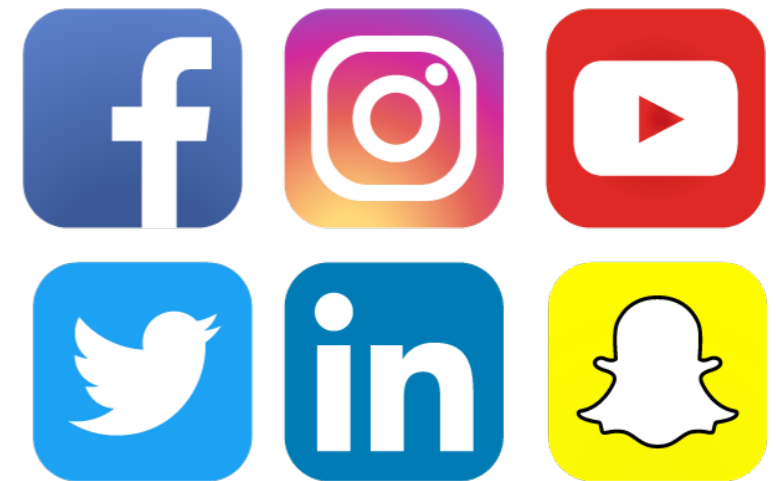
Create a post which gives the impression your audience feels like they are in on the secret. A great way to build a buzz for the subject of the post.

Content

SHARE YOUR SUCCESSES

Delivery

Video Image Text



Description

Be aware of when you are celebrating a win... It could be a new client, receiving a testimonial, doing something amazing for a client or anything that could be described as a successful moment. Celebrate your wins internally but tell the world of the great things you are up to.

Content

HOST AN INTERVIEW

Delivery

Video



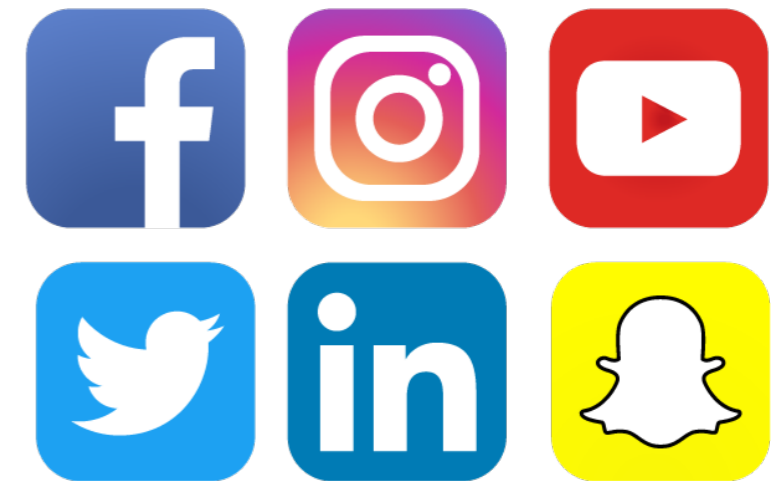
Description

Interviews are a great way to reach new audiences as your guest will share the video to their own social channels. Be sure to interview people of relevant and authoritative position within their industry.

Content

RUN A COMPETITION

Delivery



Video Image Text

Description

Let's make it fun! Run a competition with an incentive so strong that everyone wants to be involved.

Content

POST A 'HOW TO'

Delivery

Video Blog



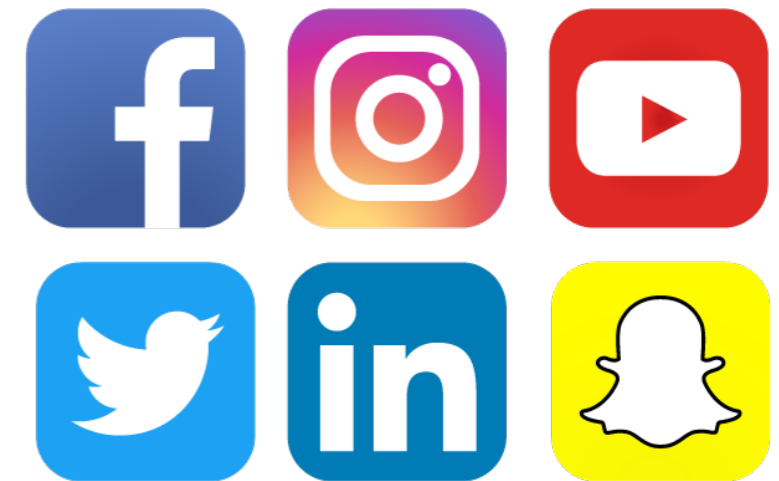
Description

What are the pains and frustrations of a specific audience of which you target with your products and services? Provide a 'how to' video to help the viewer fix that problem or be encouraged to contact you to provide a solution to the challenge.

Content

FOCUS ON OTHER CHANNELS

Delivery



Video Image

Description

Each of your social media platforms should be used to showcase your business through a different perspective. For example, on LinkedIn your content should be your most professional front focussed on value giving and engaging with your target audience and on Instagram maybe the 'behind the scenes' perspective. Use your strongest platform to drive a following to your other channels. Remember, it's about immersing your audience into your online ecosystem.

Content

SHARE COMMON MISTAKES

Delivery

Video



Description

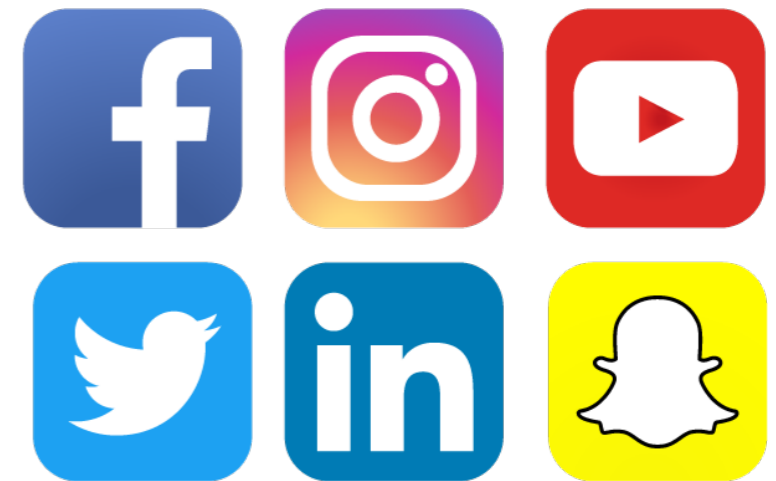
A brilliant way to show authenticity. Share a mistake you have made and how you rectified it or are looking to. A great way to remind others you are human.

Content

CLIENT SPOTLIGHTS

Delivery

Video Image Blog Text



Description

Focus in on a client, encourage your network to follow your client. Talk about their success. This gives the perception you look after your clients and have a genuine care to see them succeed.

Content

FIND US AT...

Delivery

Video Image Text



Description

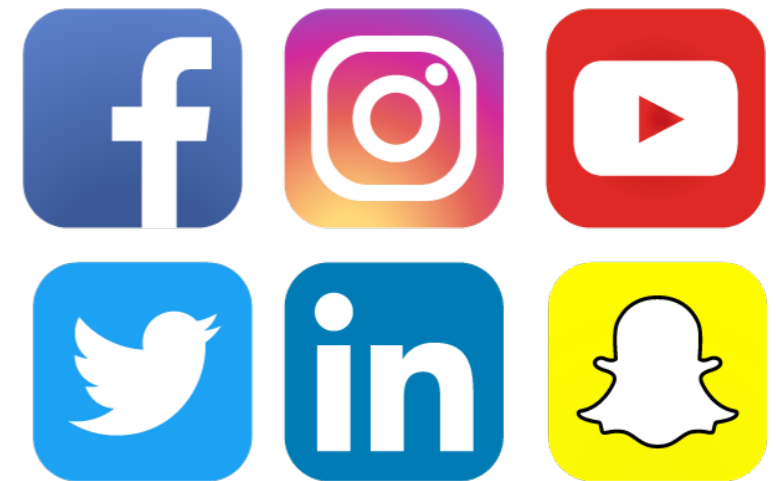
Going to an event? Share where your audience can meet you.

Content

UTILISE TRENDING TOPICS

Delivery

Video Image Text



Description

Great for engagement especially if the topic is currently a hot topic.

Content

INTERESTING STATS & FIGURES

Delivery

Image Infographic Text Video



Description

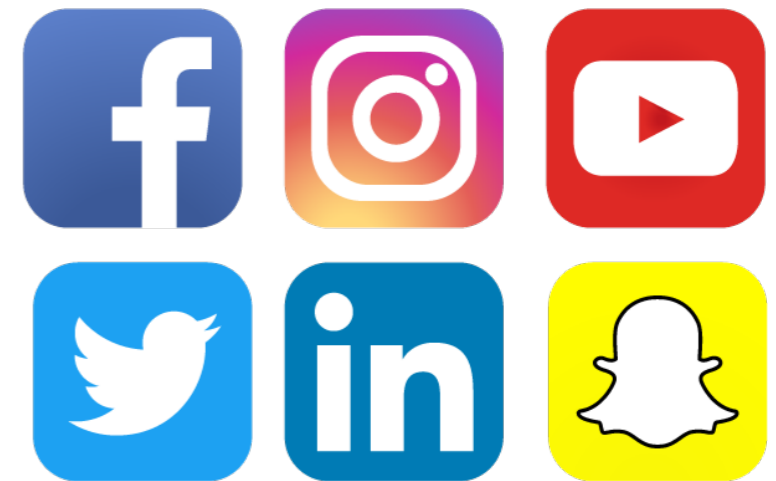
Stumbled across interesting stats and figures from your clients industry?
Share them with your audience.

Content

THROWBACK THURSDAY

Delivery

Image Video



Description

Share a memory from your business to highlight how far you have come and while you may have grown your 'why' and 'mission' has always remained on course.

Content

DISCOUNT OR PROMOTION

Delivery

Image Video Text



Description

Create a compelling offer to generate leads. Compelling being the key word.

Content

HIGHLIGHT A SERVICE

Delivery

Image Text



Description

It might be obvious to you what you do but sometimes you need to remind the marketplace of one or more of your services.

Content

WEEKLY ROUNDUP

Delivery

Video Text



Description

Summarise your week to your network with highs, lows and everything in between.

Content

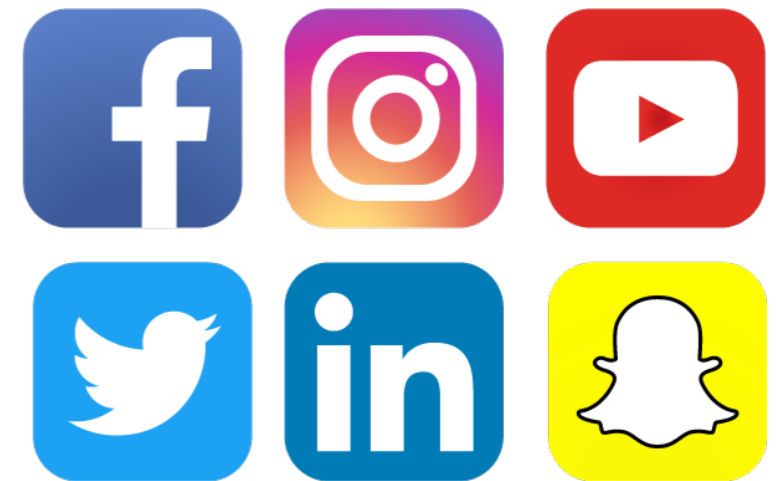
HOST A POLL

Delivery

Poll

Description

Engage people with an opinion poll.



Content

ANSWER FAQ'S

Delivery

Text Infographic



Description

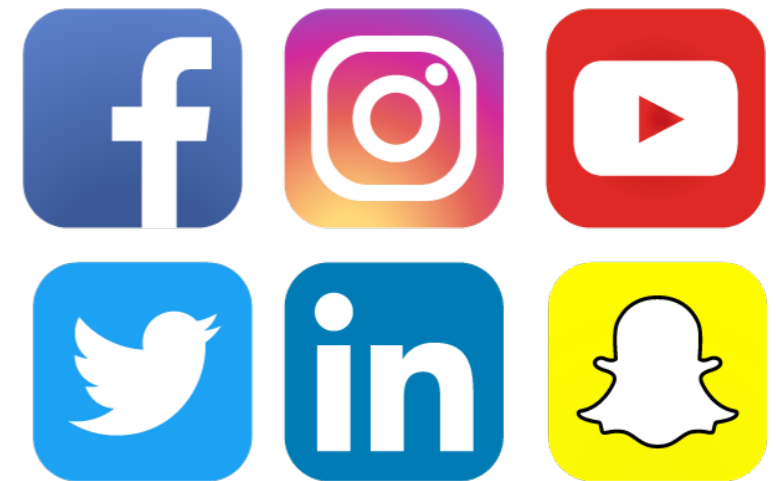
Are there common objections, worries or concerns when you are dealing with a prospective client? Confront the beast and address questions with reassuring answers.

Content

ANNOUNCEMENTS

Delivery

Video Text



Description

Share your big announcements.

Content

RECYCLE & REPURPOSE

Delivery

All



Description

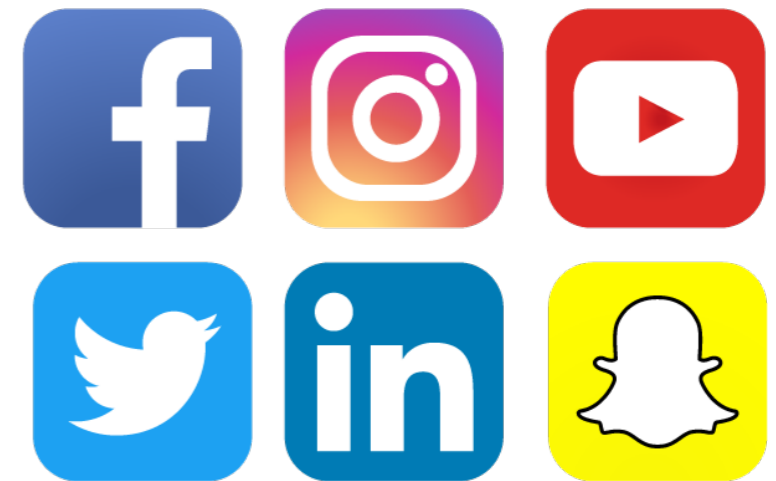
Look at your posts that have performed well. Take the content, recycle and repurpose and use again.

Content

EMPLOYEE SPOTLIGHT

Delivery

Image



Description

Share an insight into the working culture of your organisation. Share the success of an employee or how they have brought great value to your team.

Content

PDF CHECKLIST

Delivery

PDF



Description

A great lead magnet where you can exchange valuable information for contact details to add to your prospecting list or email list.

Content

VIDEO COURSE

Delivery

Video



Description

Help your audience by providing some useful information to help them see you as a point of authority and credible in your space. This is a great soft landing into your business.

Content

ASK FOR FEEDBACK

Delivery

Text



Description

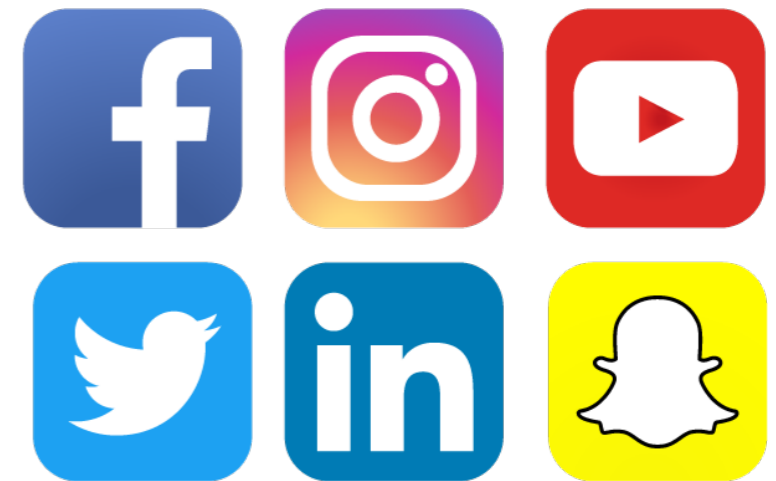
Test an idea with your audience.

Content

RELEVANT TIME SAVING TIP

Delivery

Video Image



Description

Help your target audience save time by implementing this useful tip...

Content

SEASONAL AWARENESS POST

Delivery

Video Image Text



Description

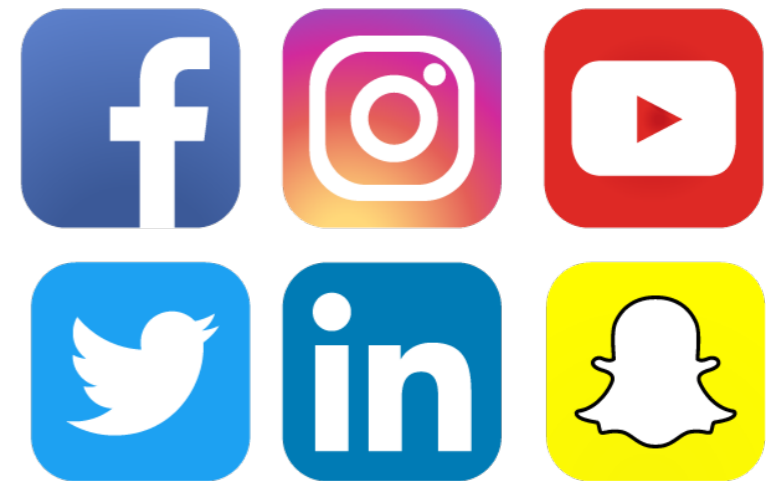
Easter, Christmas, Valentines day, religious holiday's etc.

Content

SHARING GRATITUDE

Delivery

Video Image Text



Description

Sharing gratitude and appreciation is a great way to connect emotionally to your audience.

Content

THANK YOUR AUDIENCE

Delivery

Video Image Text



Description

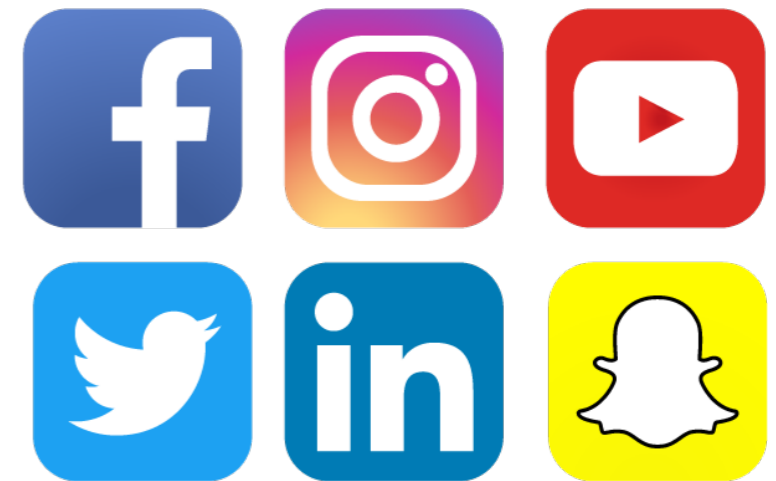
Thank your audience for their ongoing support and engagement in the content you post.

Content

A DAY IN THE LIFE

Delivery

Video



Description

Give the audience access to what it is like to be you. Another great way to gain familiarity among your audience.

Content

RECOMMEND A TOOL

Delivery

PDF Image



Description

Are you aware of a useful tool that your target audience can utilise? Let you be the one they thank when they save time, effort and money with a certain challenge within their business.

Content

SHARE A CASE STUDY

Delivery

Text Image



Description

Share the success you have had with a client.

Content

FUNNY IMAGE

Delivery

Image



Description

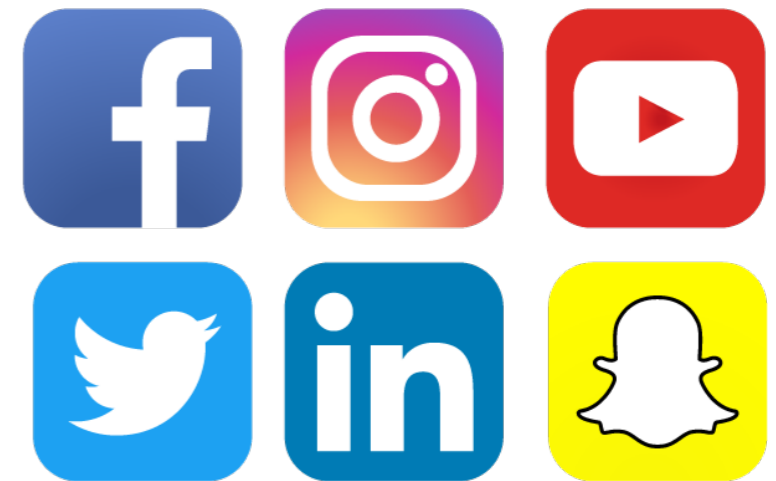
Show humour, share a funny meme or image.

Content

POST A BEFORE AND AFTER

Delivery

Image



Description

Show how you have impacted businesses if you can by using before and after photos.

Content

SCREENSHOT OF TEXT

Delivery

Image



Description

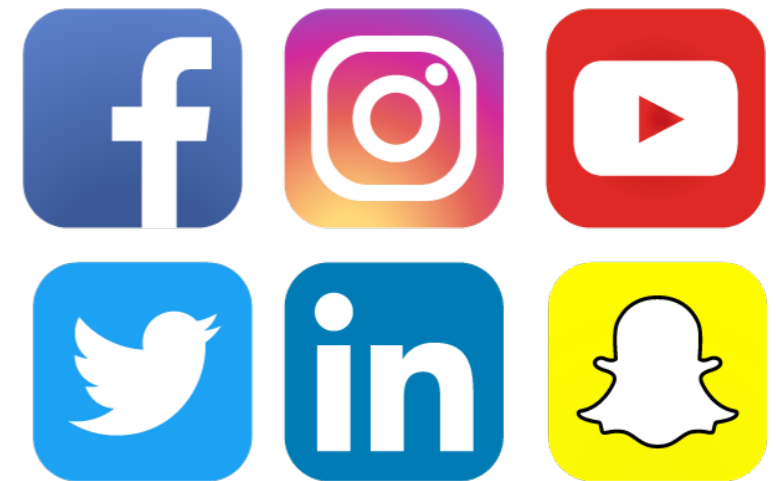
Use when screen grabbing the text from a tweet to post on Instagram to have the main focus on the text.

Content

CAPTION REQUEST

Delivery

Image



Description

Engage people by asking them to caption an image on your behalf. A great way to encourage humour online and attention to your profile

Content

MAKE A BOLD STATEMENT

Delivery

Text Image



Description

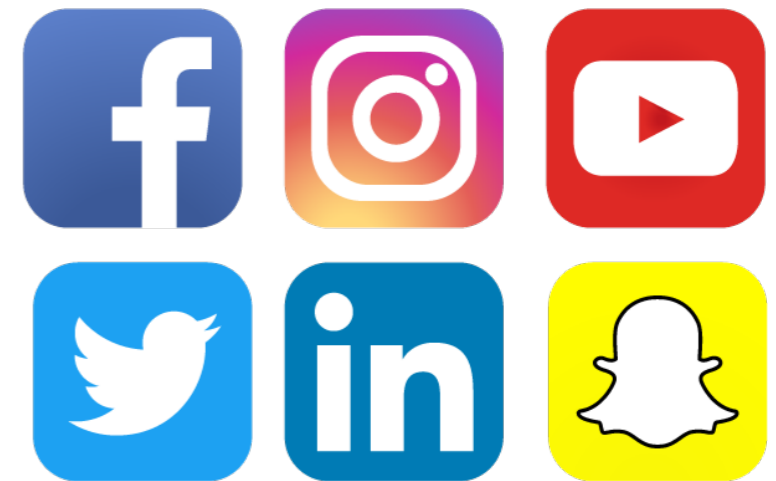
Grab attention by making a big statement.

Content

WHATS WORKING NOW

Delivery

Text Image



Description

Provide ideas on what's hot right now.

Content

FEATURE AN EXPERT

Delivery

Video, Audio



Description

Invite someone to do a video with you in the same industry, this is a great way to engage a new audience.

Content

SHARE AN AWARD

Delivery

Image



Description

Share your achievements, how you got them and what you had to do to get them.

Content

MONEY SAVING TIP

Delivery

Image Text



Description

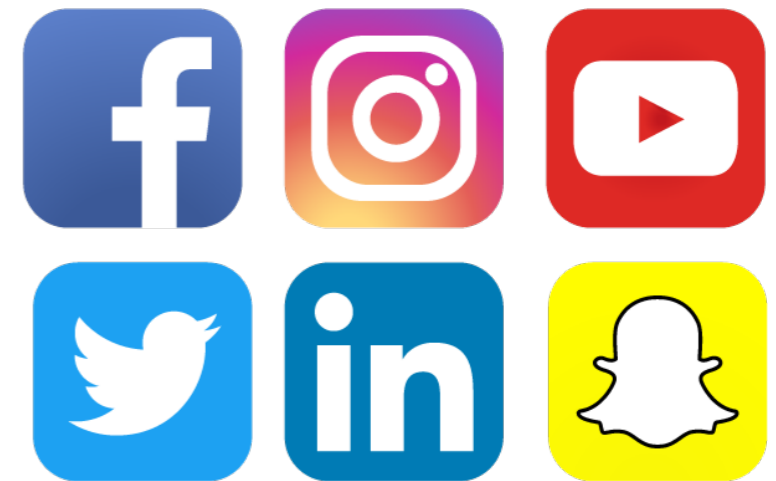
Quick solution to instantly see benefits of saving money.

Content

ASK FOR PREDICTIONS

Delivery

Text



Description

Ask for opinions.

Content

THIS OR THAT

Delivery

Image Text



Description

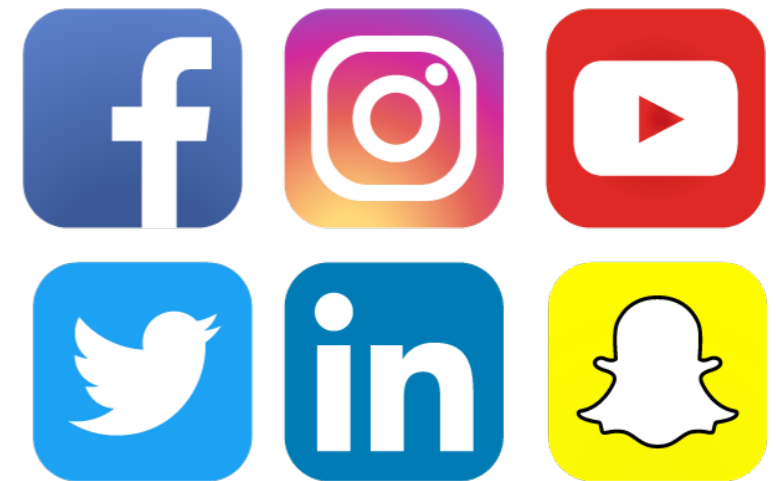
Great for engagement. Would you do this or that?

Content

IF YOU COULD...

Delivery

Text



Description

If you could.... Wave a magic wand over your business what would you fix? As an example.

Content

WOULD YOU RATHER...

Delivery

Text

Description

Would you rather...

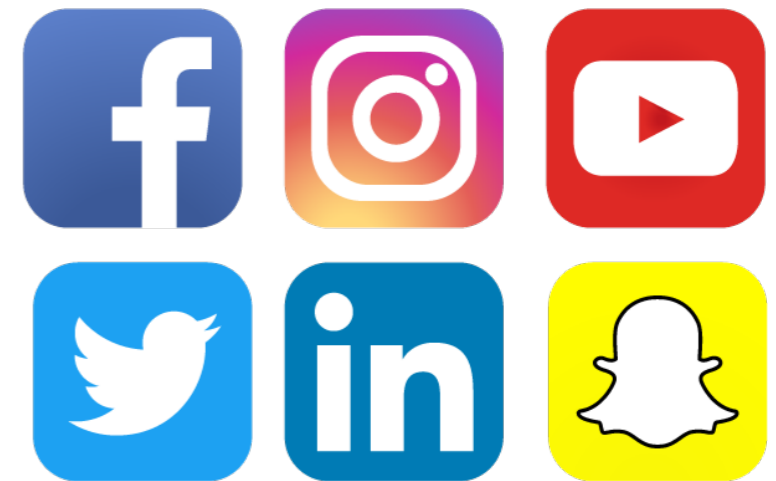


Content

HOBBY OR PASSION

Delivery

Image Video Text



Description

Share personal disclosure so your audience can get to know you.

Content

CELEBRATE YOUR CITY

Delivery

Image Video Text



Description

Big on local? Shout about the successes of your city.

Content

SET A CHALLENGE

Delivery

Image Video Text



Description

Set a challenge to your audience... 5 day challenge perhaps?

Content

'TAG A FRIEND' CONTENT

Delivery

Image Video Text



Description

Encourage tags of friends and connections to be given access to content or entered into a prize draw

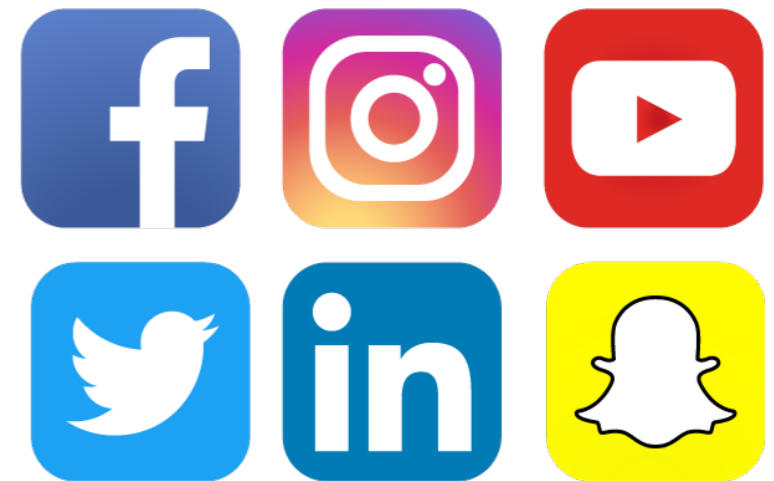
Content

WEEKLY #ASHTAGS

Delivery

Text

Description



#Mondaymotivation #ThrowbackThursday #ReflectionFriday.

Content

FREE DOWNLOAD OR RESOURCE

Delivery

PDF



Description

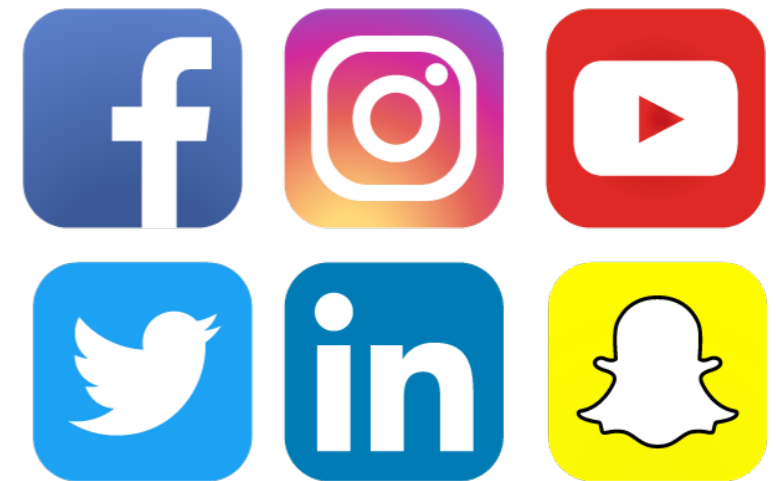
Use a useful resource as a lead magnet.

Content

FOLLOWER ONLY OFFERS

Delivery

Image Video



Description

Reward people for following you.

Content

POST YOUR WHY

Delivery

Text Image Video



Description

Tell people your why and what you stand for.

Content

COMPETITIVE ADVANTAGE

Delivery

Text



Description

Tell people what makes you different.

Content

REINTRODUCE YOUR TEAM

Delivery

Image Video



Description

Introduce the team on video to help with familiarity.

Content

FACEBOOK LIVE OR INSTAGRAM LIVE

Delivery

Video



Description

Live video is one of the most compelling forms of content that you can use on social media. In fact, according to Sprout Social, people spend up to 3x longer watching Facebook Live videos than those that have been previously recorded. Use this to your advantage by “going live” on Facebook and Instagram. You can hold a Q&A session, do a live product demonstration, or even just vlog.

Content

HOST A WEBINAR

Delivery

Web Image Video



Description

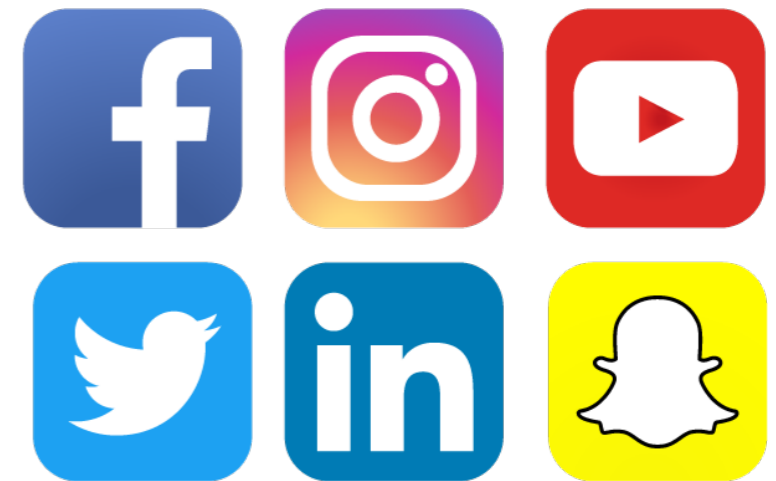
Host a 30 minute Webinar where you will give information on a certain topic.

Content

CELEBRATE FOLLOWER MILESTONES

Delivery

Image



Description

Following reaching new heights? Tell the world you are in high demand.

Content

FILL IN THE BLANKS

Delivery

Image Text



Description

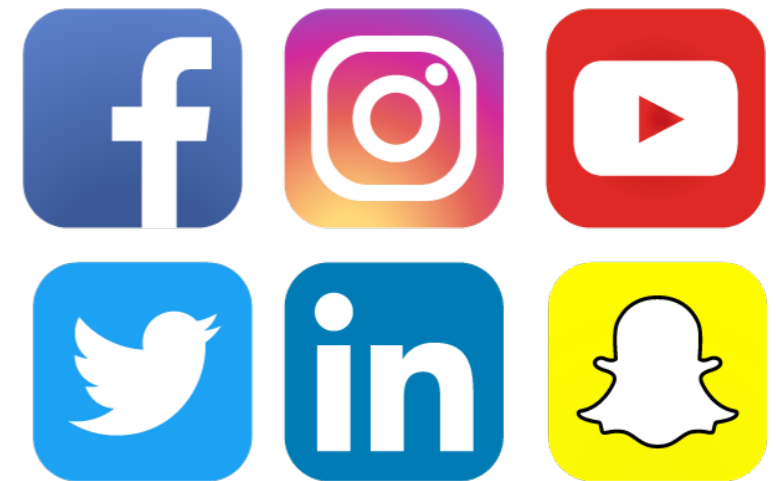
If i had _____ I would _____ and _____ (Best result wins £20 donation to their chosen charity) Example.

Content

LINK YOUR PODCAST

Delivery

Image Video



Description

Show people where they can tune into you to listen to information.

Content

PROMOTE PARTNERSHIPS

Delivery

Image



Description

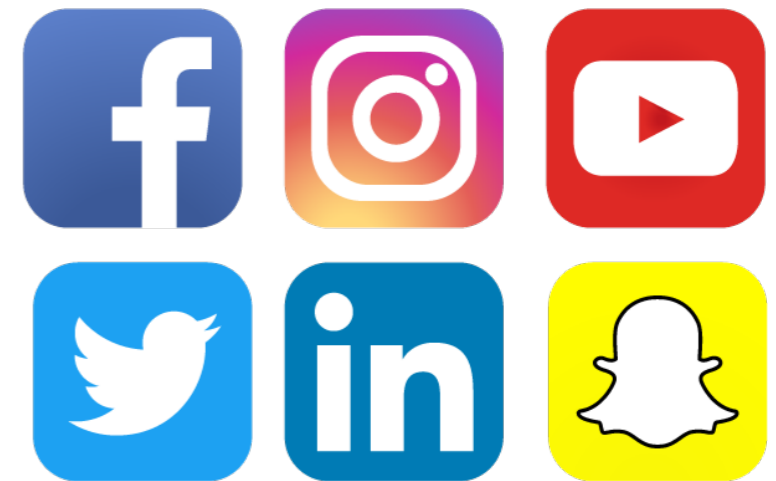
Show that you are collaborative and the work you are doing in your market people where they can tune into you to listen to information.

Content

HOW DID YOU FIND US?

Delivery

Text Image



Description

Conversational, encourages engagement.

Content

SHARE A GUEST BLOG

Delivery

Blog



Description

Great way to reach new audiences by inviting a guest to do a blog.

Content

HOST A TAKEOVER

Delivery

Image Video



Description

Make it fun. Give an employee control of your socials for a day.

Content

'ON THIS DAY' IN...

Delivery

Image



Description

Similar throwback Thursday but any day of the week if the special occasion calls for it.

Content

PROMOTE EMAIL SUBSCRIBERS

Delivery

Image



Description

Share a compelling reason why people should join your mailing list.

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FREE Video Course

“I hope you implement some or all of the social media content ideas that are outlined in this PDF.

I would also like to give you free access to our engaging future customers course which will help you with using paid ads on social media”

Josh Mitchell



HOW TO GENERATE A STEADY STREAM OF LEADS THROUGH SOCIAL MEDIA

Do you struggle to make social media work for you?

In this free course you are going to learn how to identify where your time should be spent and on which platforms. You will learn why landing pages are effective and how you should remove all traces of 'hope' from your marketing. We will be looking at lead magnets to engage people with your offering and the entire process to convert to a lead for your business.

What's the catch?

Nothing. This is us introducing ourselves to you and if you ever need support in the future with social media

we are here to help!

Welcome	
▶ Course Overview(0:26)	START
How to create lead magnets and social media funnels to engage prospective business's	
▶ Where are your customers?(2:35)	START
▶ Landing Pages(3:09)	START
▶ Lead Magnets(2:49)	START
▶ Click funnels(6:47)	START
▶ Magnetic Messaging(2:59)	START
▶ Wrap up(5:48)	START
Next Steps	
▶ Thank you + Next Steps(2:21)	START

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FREE Video Course

Complete and continue →

Engaging Future Customers

0% COMPLETE

Welcome

- Course Overview (0:26)

How to create lead magnets and social media funnels to engage prospective business's

- Where are your customers? (2:35)
- Landing Pages (3:09)
- Lead Magnets (2:49)
- Click funnels (6:47)
- Magnetic Messaging (2:59)
- Wrap up (5:48)

Next Steps

- Thank you + Next Steps (2:21)

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Course**

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