



FIVE MINUTE SOCIAL MEDIA

24 FREE CONTENT IDEAS

Never be stuck without something to post with these proven content ideas

BANDWAGON IT

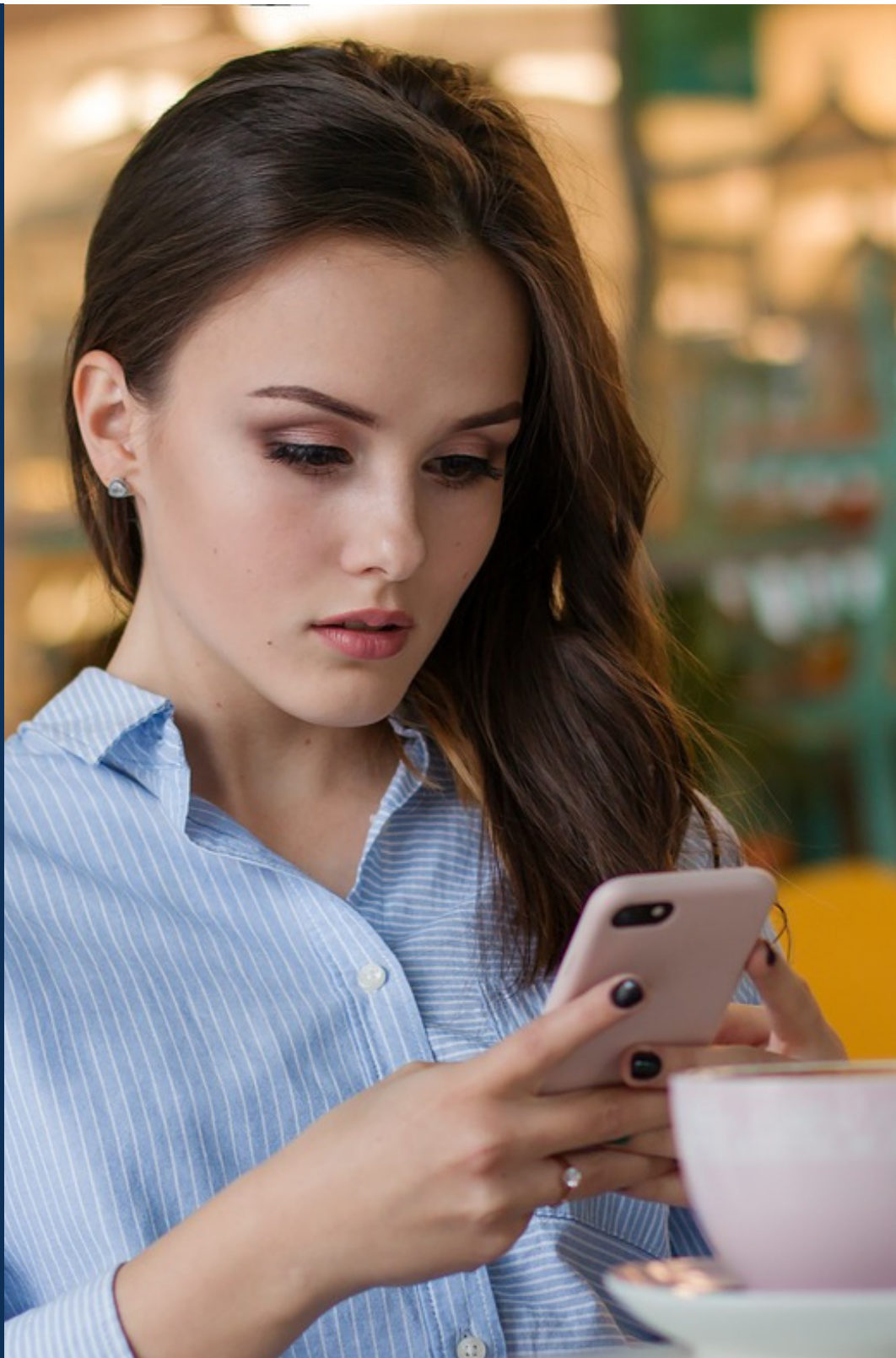
#15 shows you how to piggyback on someone else for extra love

THAT HAIR THO...

#18 makes old content new again

\$%&?#@%\$!

Why you should share when things go wrong



1. Photos of Your Products

This is an obvious one, but still important. Show your products being used so your customer can picture themselves using them.

2. Videos of Your Products

With videos you can let people see more than what a photo can show. Show multiple angles or the product in action.

3. Team Members

People relate to people. Got a tiny team, or maybe it's just you? Post your pet as an unofficial employee, or refer to them as the intern. Post a photo of the FedEx guy - he's kind of on your team. The barista at the coffee shop where you sometimes work can be a member of your team. Don't be shy!



4. Celebrations

Anyone in your business celebrating something? Share it! It reminds people that your company is made up of people they can relate to. Again, not many employees? Share celebrations of your own as well as those of customer and clients.



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jerry@fiveminutesocialmedia.com

5. Quick Tutorials & How-Tos

YouTube is great for longer tutorials, but any social platform is great for quick lessons.

6. Employee Takeovers

Let someone else post once per week. This isn't a specific content idea, but it gives your channel or feed content from another perspective, and gives you a break!

7. Ask Questions

This is everything with Facebook's algorithm. The content that will get seen the most is content where people are commenting back and forth with each other. The best questions are the ones you ask that make people want to read the answers, even if they don't have one!

8. Ask For Advice & Suggestions

People love to be asked for their opinion, plus you might get some great feedback!

"Thinking about offering our cheeseburger with broccoli instead of fries, yay or nay?"

You can ask for opinions on anything you're experimenting with. For me, I've asked people about the backgrounds for my videos, and I crowdsourced my haircut on Facebook Live! BTW you are not required to listen to what people say, it's just a chance for engagement.



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9. Give Tips

If you're a photographer, give photography tips. I've spoken to wedding photographers who say things like, "I'm not giving away my secrets."

You're not giving away your "secrets." If you're a wedding photographer, reminding people to stop taking photos in front of bright windows is not going to cost you business.

10. Facebook Live Real Time Happenings

Use live video to share what is going on - anything with an outcome is perfect. It could be taste testing a new dish, opening packages, or even a realtor touring a new house for the first time.

TIP: Tell people at the beginning why they should keep watching. In the realtor example, it could be, "This is one of the most beautiful homes I've ever seen, but it has the weirdest master bathroom! I'll show you why when we get upstairs."

11. User Generated Content

If one of your customers/clients posts something related to your business, share it! On Facebook you can share, on Twitter you can Retweet. Heads up: reposting on Instagram is technically not legal unless you ask the owner of the photo for permission.

12. Before & After

People love a good Before & After photo. Makeovers on people or houses are huge, but it could be as simple cooking something, setting something up, event cleaning something up. For me it might be setting up to shoot one of my videos.



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13. Time Lapse Videos

Time Lapse videos of something in your business look great on social media. They're novel enough that they stand out, plus they move quickly so people don't get impatient quite as fast. You can easily shoot time lapse videos on most smartphones. GoPros do them too.

14. Local Events

If you are a local business, your customers are probably interested in going to the same events you are. It might be as simple as posting, "Anyone going to _____? I've never been, got any tips?"

15. Local Sports/Passions

Jump on the bandwagon of sports teams your audience is excited about! I've got a client in Tuscaloosa and you better believe we post about Alabama Football. This also applies to (almost) anything else local people are passionate or talking about.

16. Shared Articles

Nobody expects small business owners to create all their own content. Share content from other people that makes sense for your audience.

TIP: Take the time to add a comment to it and make it your own!

17. Customer/Client Stories

Share stories about your customers and clients (without violating their privacy). This can be combined with previous ideas above. Did one of them win an award? Are they celebrating something?

TIP: Make it about them, not you. If you sold them a car, it's about them saving enough for their dream car, not about you cashing in on another sale.



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18. #ThrowbackThursday

#TBT still works in most situations! I created a content plan for a chain of collision centers that included posting classic cars on Thursdays. These posts quickly generated dozens of shares and hundreds of Likes/Comments.



19. Stuff From Your Non-Work Life

This is easier for personality brands than for traditional businesses, but it can still be done. It comes down to reminding people that your company/brand is made up of actual people.

20. Behind The Scenes

The other parts of your business not normally seen are more interesting than you think to other people - Share!

Do you have a store that is immaculate in the front? Post a photo of your messy storage room to remind people you're not perfect - they can relate to that!



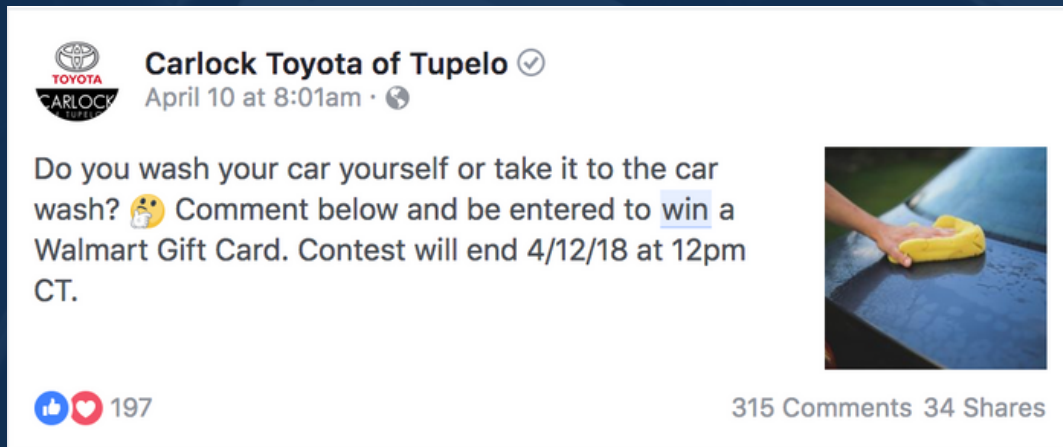
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21. Run Contests

Contests are an easy way to get engagement. Ask people who they'd like to take to lunch. Your followers will tag the person in the comments and at the end of the week you give someone a gift card.

No budget for gift cards? Give away your own products, or time.



22. Sneak Peeks

Working on something new? Share part of it, get people excited! If it's an ongoing project, map out a weekly update you can share every week.

23. Share Reviews

Someone left you a great review? Share it! Share bad ones sometimes too (See #24).

24. Share When Things Go Wrong

This will be the hardest one for most people, but also the most important one. Share bad reviews, small failures and legitimate complaints.

Doing this humanizes you. If it's a bad review, share it, adding, "We're not perfect. Sometimes we have a bad night, and I'm really sorry about that. But we're always looking to improve! So never hesitate to reach out to me personally if there's something we can do better."



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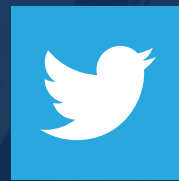
THANK YOU FOR DOWNLOADING

I appreciate you taking the time to download this and read (or at least skim) to the end.

All of these ideas are pretty broad. If you'd like help customizing them to your business or brand let me know at jerry@fiveminutesocialmedia.com. I'm happy to offer a free 10-minute initial coaching call.



-Jerry Potter
www.fiveminutesocialmedia.com



@mrjerrypotter



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