

104

SOCIAL MEDIA
CONTENT
IDEAS TO
INCREASE
SALES

By James Berg

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THANKS

James Bryant Harrison, OG, Ruth, Crowie, Dryden (I just lost the game), Aunty Helen, Blochy, JakeyJib, Chip, Katala, Tommo and Birkett for helping set me on the right path.

Benn for inspiring me to go to the next level.

My Mum, for everything.

My Dad. For being my inspiration, my hero, imparting his wisdom on me and giving his everything to make this book what it is.

To you, for buying this book. Cheers.

I love you all.

**Anything that you
post or share on your
social media pages,
such as text, images,
videos or links.**

- Social media content definition

Welcome to 104 social media content ideas designed to increase sales. Using this book and following the tips* shared on my company social media pages will help you take your social media to the next level and further.

I am a digital insights expert who has worked with some of the world's largest brands. I recommend content ideas that enable brands to increase their sales through online channels.

I created this book because most small businesses do not have a social media strategy and struggle for content ideas. This book is for anyone who:

wants to earn even more money through social media pages.

is unsure what to post on their social media pages.

is concerned that posting too much, or irrelevant content, will annoy people.

wants others to know what their business is up to i.e. success story, new product launch. etc.

* search Picaroons on Facebook, or jb_picaroons on Twitter and Instagram to follow the tips

WHY READ ON?

Because the rest of this book is filled with practical, cost-efficient and timesaving information that will teach you...

WHAT
you should post

WHY
you are posting it

HOW
you can post it

Understanding the above will enable you to increase your sales using social media.

This is not just about writing a book for me. Please connect with me @jb_picaroons or on the Picaroons Facebook page. Follow the tips for using the book, see examples of each idea in action and let me know how these ideas are working for you. I'd be very happy to explain any of the content ideas further.

WHY IS SOCIAL MEDIA SO IMPORTANT?

It is a vital tool for finding new customers and increasing your sales. Posting on social media about your business will raise awareness of what you do and bring in new customers.

It helps you remain top of mind for potential customers and stay relevant with current customers. Nothing else gives you such a direct way to talk to your potential and current clients so regularly.

With 'buy now' buttons being integrated on to social media pages, it is becoming an important online destination for business transactions. This is why it is so important to start practicing and creating social media content now. When purchasing products and services through social media pages becomes normal behaviour, you will be ready to capitalise on this.

HAVE I REALLY GOT TIME FOR SOCIAL MEDIA?

You are probably thinking no! I have a business to run and a life to live. How can I find time every day or every week to post content to my social media pages?

Here's the good news. You don't have to find time every day or even every week. Content can be posted on your social media page, at a specific time every single day – and all of this can be planned and implemented in less than 1 hour per month.

PLAN & SCHEDULE

Planning and scheduling your content ideas will allow you to:

- a) be time effective
- b) achieve the best results

By the end of this book you will be in a position to complete your own social media content calendar. Not all of the 104 ideas will resonate with you, and your calendar may not look exactly like the example you will see in 2 pages. This is fine, as you must do what works and feels comfortable for you.

On each content idea page you will see a white box. Put a tick in this box if this is an idea you want to action.

It is best to mix these ideas up each month. This will also relate to the social media sales journey you are about to read.

Every month put aside one hour to plan the mix of content ideas you will post to your page.

You may find that you can plan and your posts for a whole year in this hour or it may be that you just plan the next month as per the example content calendar.

ONE MONTH CONTENT CALENDAR EXAMPLE

By the end of this book, yours could differ from this.

1 st Idea 2 Post a video of your product in use or service in action.	2 nd Idea 82 Take pictures or videos of you attending events.	3 rd Idea 76 Share an influencer's content.	4 th Idea 72 Share a customer story.
5 th Idea 16 Thanks your customers for their business.	6 th	7 th Idea 83 Post a teaser video of something you are working on.	8 th
9 th Idea 66 Praise your work colleagues/team/staff.	10 th Idea 30 Post company news or achievements you are proud of.	11 th Idea 3 Post a Gif or Meme to show a certain feeling.	12 th
13 th Idea 1 Post an image of customers using your product.	14 th	15 th Idea 46 Create a collage of photos.	16 th
17 th Idea 62 Share your expertise through a job hack or tip.	18 th Idea 14 Read industry news and share interesting content.	19 th Idea 80 Find and post a time-lapse.	20 th Idea 18 Share images of what you do in your spare time.
21 st	22 nd Idea 93 Run a competition with a prize.	23 rd Idea 53 Share a nostalgic post.	24 th Idea 2 Post a video of your product in use or service in action.

THE SOCIAL MEDIA SALES JOURNEY

There are many different types of sales journey. This is my **SOCIAL MEDIA SALES JOURNEY**. In this instance, there are 6 steps shown below. If content is created to fits in each of these steps, you will increase your sales.

AWARENESS

INTEREST

DESIRE

PURCHASE

BRAND LOVE

RECOMMEND

The next two pages define each step of the journey and give you an example of a full journey in action. It is important to create a mix of content within each of the 6 steps. If you only concentrate on a select few of the steps, you will be less likely to increase your sales.

STEP 1 - AWARENESS

Successfully applied, more people know who you are and what it is your business does.

STEP 2 - INTEREST

Done well, you will keep people's attention and improve your image.

STEP 3 - DESIRE

Carried out properly, this will influence people to use your products/services when the need arises.

STEP 4 - PURCHASE

Correctly actioned, this will compel people to take action and purchase your products/services then and there.

STEP 5 - BRAND LOVE

Suitably implemented, the customer becomes proud to show off you and your services to the rest of the world.

STEP 6 - RECOMMEND

Well executed, your raving fans will proactively refer you and your products/services to their network.

DOG WALKER EXAMPLE

AWARENESS EXAMPLE

Here's a picture of some dogs I am walking.

INTEREST EXAMPLE

These are my best tips for cleaning your dog after a muddy walk.

DESIRE EXAMPLE

Are you thinking about getting a dog but feel like you don't have enough time to walk it? You can give me less than a day's notice and I'll be able to help!

PURCHASE EXAMPLE

As it's January, I'm guessing some people got a puppy for Christmas! Please do visit my website (insert link) to see the range of services I can offer to help you and your new best friend.

BRAND LOVE EXAMPLE

(Company name) provide all of the dog treats and toys I have. Their prices, service and delivery times are unbelievable and allow me to get on with running my own business.

SOCIAL MEDIA MISSION STATEMENT

For me, a mission statement is a core purpose. It gives you focus for the direction you are going to take. I am showing you two social media mission statements below to help you create your own content. One demonstrates a business to business statement and the other a business to consumer statement. Have a look at these and use them to fill in your own social media mission statement on the opposite page.

BUSINESS TO CONSUMER EXAMPLE

Our social media content will help us get 20 more bookings per month and retain our existing clients by publishing cool and fashionable content that makes people who are looking to improve their style feel confident that they look good.

BUSINESS TO BUSINESS EXAMPLE

Our social media content will help us sell 50 more products through our website per month and allow our customers to keep up to date with our new products by publishing informative and aspirational content that makes people who are looking to create a positive office environment feel confident their employees will enjoy their working space.

Note - You'll notice that each of the examples on the previous page show solutions to everyday common needs or requirements. Having a social media mission statement will help you craft the solution you provide and enable you to communicate this to your audience.

From now on, everything you post must resonate with your social media mission statement. If it doesn't, you will not be sharing the desired message to represent your brand, so don't post it.

Feel free to send me yours when you are done.

Our social media content will help us _____ and _____ by publishing _____ and _____ content that makes people who _____ feel _____ so that they can _____.

REMAINING PAGES - CONTENT IDEAS

The remaining pages are filled with the social media content ideas, split in to three sections:

SECTION 1 - QUICK, EASY AND EFFECTIVE IDEAS

SECTION 2 - IDEAS REQUIRING A LITTLE PLANNING

SECTION 3 - IDEAS WITH MORE PLANNING NEEDED

Each idea is numbered in a white box, located in the bottom right hand corner of each page. This will help you mark down which ideas you want to action in your content calendar. The ideas are set out in three parts: What, Why and How. These will teach you...

WHAT TO POST

**WHY IT RELATES TO THE SOCIAL MEDIA SALES
JOURNEY**

HOW TO POST IT

Including, where relevant, online tool & app recommendations, examples and footnotes.

If the HOW doesn't make sense, I would love you to message me @jb_picaroons OR on the Picaroons Facebook page and let me know what needs explaining. I'll be only too happy to help.

SECTION 1

**QUICK, EASY AND
EFFECTIVE IDEAS**

Idea 1

POST AN IMAGE OF YOUR PRODUCT OR CUSTOMERS USING YOUR PROUCT/SERVICE

WHY

Interest, Desire, Brand Love

HOW

Use the camera on your phone to take pictures. Use an app on your phone such as Instagram or Priime to put a filter that makes it more aesthetic before posting. When sharing images of customers, take a photo of them, or use a photo they have sent you. Post this with a short description. You can tag them* in the post by writing @(name).

***Make sure to ask for their permission first before uploading a picture or tagging them. You need permission for both.**

Idea 1

Idea 2

POST A VIDEO OF YOUR PRODUCT IN USE OR SERVICE IN ACTION

WHY

Awareness, Interest and Desire

HOW

Take videos with the camera on your phone. Use Instagram to add a filter that makes it more aesthetic before posting. With Quik or Splice you can also add background music.

Idea 2

Idea 3

POST A GIF OR MEME TO SHOW A CERTAIN FEELING

Gif - short video on a loop

Meme - particular image with text overlaid,
normally humorous

WHY

Interest

HOW

You do not need to create your own. They can all be found online. Choose a word that represents a feeling i.e. 'happy, excited, hungry'. Google one of these feelings prior to the word 'Gif OR Meme'.

Example – 'Happy Gif', 'Hungry Meme'.

You can also use the websites [imgur](#) or [Memegenerator](#) to create your own meme using pictures and quote of your choice.

You can post the Gif or Meme with comments such as 'that feeling when you close a deal' or 'when you see the waiter come out with your meal'.

Idea 3

Idea 4

APPROACH SOMEONE THAT YOU KNOW NEEDS YOUR PRODUCT/SERVICE

WHY

Awareness and Purchase

HOW

Send them a direct message introducing yourself and
what you can offer.

Show interest in helping them, don't sell.

Idea 4

Idea 5

PROMOTE THAT YOU HAVE OTHER SOCIAL MEDIA PAGES

WHY

Awareness

HOW

Write a post with a link.

Example - "connect with me on Instagram at https://www.instagram.com/jb_picaroons/"

Idea 6

POST A PICTURE OF AN INDUSTRY MAGAZINE YOU READ

WHY

Awareness and Interest

HOW

Take a picture of the magazine using your phone, post to your page and tag the publication using @ (magazinename).

Idea 6

Idea 7

**FOLLOW, CONNECT OR LIKE THE
PAGE OF A BUSINESS WHO MAY
HAVE AN INTEREST IN USING
YOUR PRODUCTS/SERVICES**

WHY

Awareness

HOW

Find the social media profiles of local groups, your competitors, industry leaders or other local relevant businesses using the search bar (normally at top of each social media page).

Idea 8

POST ANY BIG CHANGES OR ANNOUNCEMENTS RELATED TO YOUR BUSINESS

WHY

Awareness, Interest and Desire

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Idea 8

Idea 9

READ INDUSTRY NEWS AND SHARE INTERESTING CONTENT

This is also a great way to educate yourself on the news
in your industry

WHY

Interest and Desire

HOW

Follow industry related social media pages and/or check the websites. Save the websites in a bookmark folder on your computer. Alternatively, if following them on Twitter add them to a Twitter list.

Feedly is an online tool and app that shows all the stories from different sites in one place.

You can post the headline yourself, or share the articles from using the above two techniques. On most online pages, there will be a link to share the article to your own social media page. Or, you can simply copy and paste the link from the search bar into your post.

Idea 9

Idea 10

ASK YOUR AUDIENCE FOR A REVIEW/TESTIMONIAL

WHY

Brand Love and Recommend

HOW

Share a link to your website and/or your social media page.

Example - “If I have catered at an event for you and you enjoyed the service, I would love for you to leave me a review here (insert link to review on website/social media page)”.

Idea 10

Idea 11

SHARE PRICES FOR YOUR DIFFERENT PRODUCTS/ SERVICES

WHY

Desire and Purchase

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

You could relate this to a specific time or event e.g. "Taking part in the London marathon and need someone to help with your training plan? For only £30 a session I can help you reach that personal best!".

Idea 12

SHARE A LINK TO AN ORGANISATION/PARTNER YOU WORK WITH

WHY

Brand Love

HOW

Promote them by @tagging them and explaining your relationship with them and also why you are happy with them.

Idea 12

Idea 13

POST A REMINDER OF ANY BIG CHANGES OR ANNOUNCEMENTS

WHY

Interest and Desire

HOW

Find the original post on your feed, and share it again with comments, such as “did you get to see our announcement the other day OR in case you missed it”.

Idea 14

**ASK YOUR AUDIENCE IF
THEY ARE/KNOW ANYONE
INTERESTED IN WRITING A
POST FOR YOUR WEBSITE/BLOG**

WHY

Brand Love and Recommend

HOW

Post this as text.

Idea 14

Idea 15

POST YOUR OWN GIF STYLE VIDEO USING BOOMERANG

Boomerang - a mini video that plays forwards and backwards on a loop

WHY

Interest

HOW

Use the Boomerang app to create a video and then post to your social media page.

Idea 16

THANK CUTOMERS FOR THEIR BUSINESS

WHY

Interest and Brand Love

HOW

How

You can thank individuals

Example - "Thanks @(companyname) for not only buying my book, but also for sharing my posts!".

And/or you can make an announcement how many satisfied clients you have helped this week/month etc.

Example - "Thanks to the 40 businesses who bought my book this month!".

Idea 16

Idea 17

POST AN IMAGE OF PRODUCT IN USE OR SERVICE IN ACTION IN UNUSUAL OR UNEXPECTED LOCATIONS

WHY

Awareness, Interest and Desire

HOW

Post this as an image using the camera on your phone and a Take images or videos with the camera on your phone. Use Instagram to put a filter that makes it more aesthetic before posting.

Example- An image of a dog wearing one of your hats OR a customer reading your book sat on top of a mountain.

Idea 18

SHARE IMAGES/SHORT VIDEOS OF WHAT YOU ARE UP TO IN YOUR SPARE TIME

WHY

Awareness

HOW

Take images/videos with the camera on your phone. Use Instagram to put a filter that makes it more aesthetic before posting. With Quik or Splice you can also add background music.

Example - walking somewhere, at a restaurant or at a certain train station.

This works well on Instagram or Snapchat stories to help mix up your content.

Idea 18

Idea 19

POST A PICTURE OF A BOOK YOU ARE READING/ HAVE READ

WHY

Awareness and Interest

HOW

Take a picture of the book using your phone, post to your page and tag the author/book using @ (name).

Idea 20

SHARE ARTICLES OR BLOG POSTS THAT YOU ADMIRE

WHY

Interest and Desire

HOW

Share directly from their website/blog to your page. If relevant, post a description or reason why you admire the piece.

Idea 20

Idea 21

LIKE OR COMMENT ON YOUR AUDIENCE'S CONTENT

WHY

Awareness and Brand Love

HOW

Like or comment on relevant content from your audience. That way the recipient will be reminded that your company exists.

Only comment if you have something relevant to say or if sending congratulations.

Do not overdo it with comments or likes as this could risk seeming fake.

Idea 22

**SHARE AN EXCERPT FROM A
BLOG POST OR NEWS STORY AND
LINK THROUGH TO FULL ARTICLE**

WHY

Interest

HOW

**Copy and post the text or take a screenshot and post
this to your page as an image.**

Idea 22

Idea 23

**THANK PEOPLE. THIS COULD
BE A NEW FOLLOWER OR
SOMEONE WHO COMMENTED/
SHARED YOUR CONTENT**

WHY

Brand Love

HOW

You could write a post, or if you wish to be more creative, you could use a 'thanks' image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Idea 24

PROMOTE A FLASH SALE EXCLUSIVELY TO YOUR AUDIENCE

Flash sale - a price cut, but only for a short time period

WHY

Desire, Purchase and Brand Love

HOW

Post a picture to your social media pages or a picture on my story in Instagram/Snapchat.

This will inform your audience of the flash sale. Don't forget to create a number or a named code for them to quote when purchasing.

Idea 25

ASK YOUR AUDIENCE IF THEY KNOW ANYONE WHO NEEDS YOUR PRODUCTS/SERVICES

WHY

Purchase, Brand Love and Recommendation

HOW

Post a specific question.

Example - “Do you know anyone looking to move house?
Tag them here or get them to contact me”.

Idea 26

**CALL OUT TO THE TYPE OF
PEOPLE/BUSINESSES YOU
PARTICULARLY WANT TO
COMMUNICATE WITH**

WHY

Desire and Purchase

HOW

Post this as a question on your page.

**Example - “Looking to change your mortgage? Need a
new kitchen?”**

Idea 26

SECTION 2

**IDEAS THAT NEED
A LITTLE MORE
PLANNING**

Idea 27

POST QUOTES THAT ALIGN WITH YOUR BRAND/INDUSTRY

WHY

Awareness and Interest

HOW

Search Google for quotes relating to your own industry. You can also create your own quotes using a graphic design website/app such as Canva or Wordswag.

Idea 27

Idea 28

SHARE PEOPLE/ BUSINESSES THAT INSPIRE YOU IN YOUR INDUSTRY

WHY

Interest

HOW

Share a link to their page or an image of them and perhaps @tag them and explain why they inspire you.

Idea 29

SHARE A SURPRISING FACT OR A “DID YOU KNOW” ABOUT YOUR COMPANY

WHY

Interest

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Idea 29

Idea 30

POST COMPANY NEWS OR ACHIEVEMENTS YOU ARE PROUD OF

WHY

Awareness and Desire

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Idea 31

ENCOURAGE YOUR AUDIENCE TO ASK QUESTIONS

WHY

Interest, Desire, Purchase, Brand Love
(dependent on the questions and answers you give)

HOW

Post on your page, asking your audience to send in any questions.

It goes without saying, you then need to respond. This type of engagement is exactly what you are looking for.

Example – “I have some spare time this evening so I can answer any questions you have about food prep! Please do post any questions below”.

Idea 31

Idea 32

SHARE A FACT OR PIECE OF DATA

(Always state the source of the fact)

WHY

Interest and Desire

HOW

Google facts, stats or data about your industry. You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Example - “69% of global travellers - of all age groups - are planning to try something new (TripBarometer, 2015)”.

Idea 33

SHARE YOUR OPINION ON RELATED POSTS/BLOGS FROM INDUSTRY INSIDERS OR NEWS SOURCES

WHY

Awareness

HOW

To find the content, check the groups you are a member of, or news pages you follow. Then post your opinion as a comment.

Idea 34

SHARE AND ANSWER A FREQUENTLY ASKED QUESTION RELATED TO YOUR PRODUCTS/SERVICES

WHY

Interest and Desire

HOW

Post something you frequently get asked and share the answer.

Idea 35

SHARE A QUICK HELPFUL TIP

WHY

Awareness, Interest and Desire

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Idea 35

Idea 36

POST AN OPT-IN OFFER OR REMINDER FOR YOUR NEWSLETTER/ EMAIL SUBSCRIPTION

(See Idea 104)

WHY

Awareness and Desire

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 4). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Idea 37

SHARE A DISCOUNT OFFER

WHY

Purchase and Brand Love

HOW

Create a reference code - you could write this as a post, or use text overlaid on an image/coloured background (use Canva or Wordswag for this).

Idea 37

Idea 38

ASK YOUR AUDIENCE TO “CAPTION THIS”

Caption - a brief explanation or title

WHY

Interest and Brand Love

HOW

Post an image and write “caption this” in the description. This would usually be a humorous image.

Make sure to respond to the comments or at least give them a like/favourite.

Idea 39

SHARE A TESTIMONIAL/ REVIEW MADE ABOUT YOU OR YOUR COMPANY

WHY

Interest and Desire

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 4). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag and tag and thank the person.

Idea 39

Idea 40

SHARE A VISUAL/ GRAPHIC RELATED TO YOUR BUSINESS

WHY

Interest

HOW

Google images or art print or graphics followed by
your profession or product.

Remember to credit the source with an @tag or by
sharing the link to the original visual/graphic.

Idea 41

ASK YOUR AUDIENCE TO LIKE COMMENT OR SHARE YOUR POST TO RECEIVE A VOUCHER

WHY

Desire, Purchase and Recommendation

HOW

Ask for an engagement.

Example - “If you share this post you will get 50% off your purchase” or “Follow our page to receive a 20% off voucher”.

Idea 41

Idea 42

JOIN LOCAL BUSINESS GROUPS ON LINKEDIN OR FACEBOOK

WHY

Awareness, Interest, Desire and Purchase

HOW

Search keywords in the search bar.

Have a look on the groups to check they post relevant content. Do not join every group, but join a few groups and contribute more.

Idea 43

SHARE YOUR VIEWPOINT ON NEWS/TRENDS FROM YOUR INDUSTRY

WHY

Interest and Desire

HOW

Write a post with your views on any industry news or trends.

Include a link to the initial announcement.

Idea 43

Idea 44

SHARE A FUN FACT ABOUT YOUR BUSINESS, YOURSELF OR ONE OF YOUR EMPLOYEES

WHY

Interest

HOW

This can be posted in a number of ways:

- Text
- An image
- A Gif or a Meme (see idea 3)
- Text overlaid on an image/coloured background (use Canva/Wordswag for this)

Idea 45

DIRECT YOUR AUDIENCE TOWARDS CONTENT POSTED ON YOUR OTHER SOCIAL MEDIA PAGES

WHY

Awareness

HOW

Screenshot the post on one of your other social media pages.

**Example - On your Snapchat post a picture stating
“Check our latest post on Facebook”.**

Idea 45

Idea 46

CREATE AND POST A COLLAGE OF PHOTOS

Collage - a collection of many photos in one large image

WHY

Interest

HOW

Use the app Pic Stitch to create and share collages or the Layout feature on Instagram.

Idea 47

**PROMOTE PEOPLE OR THEIR
BUSINESSES TO INCREASE THEIR
CREDIBILITY AND TO SHOWCASE
YOUR CONNECTIVITY**

WHY

Brand Love

HOW

**Share a link to their page, @tagging them. Explain
your relationship with them.**

Idea 47

Idea 48

POST AN INDUSTRY PREDICTION

WHY

Interest

HOW

Share your views on where things in your industry are going. You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3).

Idea 49

POST ANY INTERESTING COMPANY UPDATES

WHY

Awareness, Interest and Desire

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Example - “We made this many deals last week” OR “We are off to this event today”.

Idea 50

SHOW THE PERSONALITY OF YOUR BUSINESS AND/OR COLLEAGUES/TEAM/STAFF

WHY

Interest

HOW

Let a certain employee take over the social media page for a day.

This works well on Snapchat/Instagram stories (you can tag the employee on here using @name.) You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3).

Idea 51

SHARE DESIGN/ CREATIVE INSPIRATIONS

WHY

Interest

HOW

Share images of things that inspire you or your brands
logo/colour.

Idea 51

Idea 52

SHARE A JOKE RELATED TO YOUR INDUSTRY

WHY

Interest

HOW

Go on websites such as BuzzFeed, Reddit, or simply Google the word 'jokes', followed by your industry or profession name. These could be Meme's or Gif's (see idea 3).

Idea 53

SHARE A NOSTALGIC POST

WHY

Interest

HOW

Post an image or share a story.

The Facebook memories section will show posts from years gone by. Share relevant posts again.

Example - your first showroom, your first client.

Idea 53

Idea 54

ASK ADVICE FROM YOUR AUDIENCE ON SOMETHING TO HELP YOUR BUSINESS

WHY

Interest

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background.

Idea 55

**RE-SHARE ANY CONTENT THAT
EITHER RECEIVED A LOT OF
LIKES/COMMENTS/SHARES OR
ACHIEVED NEW BUSINESS LEADS**

WHY

Purchase

HOW

Use your scheduling tool (see the final 2 pages) or Google how to use your Facebook/Twitter page analytics to find posts that gained the highest number of comments / likes / shares.

Remember to re-share with a description such as “If you missed it” or “For all our new fans...”

Idea 55

Idea 56

POST VIDEO SNIPPETS AHEAD OF ANY BIG ANNOUNCEMENTS

WHY

Interest and Desire

HOW

Use the video function on your phone. Include a description such as “Working on something exciting”.

Snapchat and Instagram stories are good places for this style of post.

Idea 57

RECOMMEND ANY COURSES AND/ OR PERSONAL DEVELOPMENT IDEAS THAT HAVE BEEN BENEFICIAL TO YOU

WHY

Interest

HOW

You could write a post or share an image from your time studying with a link to the course.

Idea 57

Idea 58

SHARE A LINK TO YOUR BLOG POST

WHY

Interest

HOW

Post a link to one of your blog posts.

If a topic you have blogged on previously comes up in the news, it gives you an excuse to reference it again.

Example - if you blogged on 'taking care of your skin on holiday' re-share this again at a time when skin health is being discussed in the media.

Idea 59

ASK YOUR AUDIENCE TO SHARE THEIR FAVOURITE EXPERIENCES OR INSPIRATIONS

WHY

Brand Love

HOW

This can be posted as:

- Text
- An image
- Text overlaid on an image/coloured background (use Canva/Wordswag for this)

Make sure this is related to your industry.

Example - "What's your favourite restaurant?"

Idea 59

Idea 60

USE ONE PIECE OF CONTENT TO PROMOTE ANOTHER PIECE OF CONTENT YOU ARE WORKING ON

WHY

Awareness

HOW

Post an image of you working on something for your social media page.

Example - An image of you working on your laptop with the caption “Working on a new blog post”.

Idea 61

SHARE AN INDUSTRY RELATED ADVERTISING CAMPAIGN

WHY

Interest

HOW

Google the biggest companies in your industry followed by 'campaign'. Share a link to this on your social media page. When relevant @tag them.

Idea 61

Idea 62

SHARE YOUR EXPERTISE THROUGH A JOB HACK OR TIP

Hack - a technique for doing something

WHY

Interest and Desire

HOW

This can be posted as:

- Text
- An image
- A Gif or a Meme (see idea 3)
- Text overlaid on an image/coloured background (use Canva/Wordswag for this)

Idea 63

USE CURRENT NEWS EVENTS TO TALK ABOUT WHAT YOU DO

WHY

Interest and Desire

HOW

Look on the social media pages trending now section. See what is being discussed in the news and relate your service/brand to real time events.

Bad Example - If there is an international football match, posting "Go England".

Good examples - If you are a tailor, comment on the suits the players turn up in. If you are a caterer, comment on what you recommend serving during the match etc.

Idea 63

Idea 64

**SHARE ANY AWARDS THAT
YOU HAVE BEEN NOMINATED
FOR OR (EVEN BETTER) WON**

WHY

Interest

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3).

Example - “Best night of my business career,
still so proud of our team for being
nominated for...”

Idea 65

CHANGE YOUR PROFILE PICTURE OR COVER PHOTO/HEADER IMAGE

WHY

Purchase

HOW

Click the corner of your cover photo on each social media site and change the image.

Make any photos look professional using a filter on Instagram (photo and video) or Priime (photos only).

You can create text overlaid on an image/coloured background using a graphic design website/app such as Canva or Wordswag.

Idea 65

Idea 66

PRAISE YOUR WORK COLLEAGUES/TEAM/STAFF

WHY

Interest and Brand Love (from the employees)

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

This will also increase their own motivation. If relevant @tag them.

Idea 67

SHARE LESSONS YOU LEARNT FROM WHEN YOU FIRST STARTED YOUR BUSINESS

WHY

Interest

HOW

This can be posted as:

- Text
- An image
- A Gif or a Meme (see idea 3)
- Text overlaid on an image/coloured background (use Canva/Wordswag for this)

Idea 67

Idea 68

POST USER-GENERATED CONTENT

User generated content - any content that has been created by others

WHY

Interest, Brand Love and Recommendation

HOW

Ask people to tag you in images or to use a specific hashtag. Re-share this and tag them in it.

Example ask - ‘Tag us in what you are wearing today for a chance to be featured on our feed’.

Example user generated content post - “Love this car belonging to @Name” OR “Amazing summer party look here by @Name”.

Idea 69

ASK A BLOGGER IF THEY ARE INTERESTED IN PROVIDING YOU WITH SOME CONTENT FOR YOUR PAGE OR BLOG

WHY

Interest

HOW

Send a message on social media, or most blogs will have a contact form. The smaller the blog, the more chance you have of them responding.

Idea 69

Idea 70

ASK YOUR CONTACTS TO SHARE YOUR IMPORTANT ANNOUNCEMENTS

WHY

Brand Love and Recommendation

HOW

Simply speak to them as you normally would and ask for a favour. You should ask them to “Please share this post” OR include a link to the post you would like them to share.

Idea 71

ASK YOUR AUDIENCE FOR THEIR THOUGHTS ON A BUSINESS DECISION

WHY

Interest and Brand Love

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Example - 'Do you prefer this product or this one?'

Make sure to respond to all answers even if just with a simple like.

Idea 71

Idea 72

SHARE A CUSTOMER STORY OF HOW YOUR PRODUCT/ SERVICE HELPED THEM

WHY

Desire, Brand Love and Recommendation

HOW

You could write a post or share an image of the customer using your product/service. Make sure to ask for their permission and if they mind being tagged in this.

Example - “So proud of @name, who lost a stone in 3 weeks on my training plan”.

Idea 73

SHARE YOUR FAVOURITE ONLINE RESOURCE (TOOL/WEBSITE USED)

WHY

Interest

HOW

Write a post describing what you use it for and share a link to the tool/website.

Idea 73

Idea 74

ASK FOR FEEDBACK FROM YOUR AUDIENCE ON ANY BIG INITIATIVES

WHY

Interest and Brand Love

HOW

- Post a question on your page.
- Example - “What did you think of our video” OR “We would love to get your thoughts on this new service”.
- Be prepared to collect all the feedback and to respond to each with thanks.

Idea 75

SHARE A LESSON THAT YOUR HAVE LEARNT FROM SOMEONE ELSE

WHY

Interest and Brand Love

HOW

You could write a post or share an image/video of you auctioning the technique.

Example - Is there a product you use for your job that was recommended to you by someone?

This could be from somebody that you know or from somebody in your industry.

Idea 75

Idea 76

SHARE AN INFLUENCER'S CONTENT

WHY

Interest

HOW

Check the blog post 'Identifying and monitoring influencers' on picaroons.co.uk to learn how to set up an influencer monitoring list. Even if you do not have a Twitter profile, I would recommend getting one just to do this.

Reading what the industry/influencers are talking about will also educate you on industry news.

Idea 77

**FOLLOW A CONFERENCE OR
TRADESHOW HASHTAG. SHARE
INTERESTING ANNOUNCEMENTS/
QUOTES FROM THIS**

WHY

Awareness and Interest

HOW

Find the event hashtag on the event website or social media feed. Set up a monitoring feed on your social media scheduling tool (see final 2 pages) to include any mentions of this hashtag.

You can look at smaller industry gatherings and get-togethers on Eventbrite or Meetups.

Idea 77

SECTION 3

**IDEAS WITH MORE
PLANNING NEEDED**

Idea 78

WRITE POSTS POSITIONING YOU AS A THOUGHT LEADER

Thought leader – an expert who shares their opinion
on industry relevant topics

WHY

Interest

HOW

Post this using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a blogging site such as Medium.
- Write as a blog post on LinkedIn.

There are many different types of thought-leadership posts, such as news, event roundups, future trends, DIY tips and more.

Idea 78

Idea 79

CREATE A “DAY IN THE LIFE” VIDEO/BLOG POST

WHY

Interest and Desire

HOW

Film small segments of video on your phone Put these segments together using an easy editing app such as Quik or Splice. Post the finished video on your feed.

Example - a “day in our office” video.

Always film in landscape and not in portrait.

Idea 80

FILM AND POST A TIME-LAPSE

Time-lapse - a long period of filming sped up to a couple of seconds (think sunset videos)

WHY

Interest

HOW

Put your phone in a static spot and shoot time-lapse videos on your Android or Apple phone. Both have time-lapse signposted as a capability within the camera app.

Idea 80

Idea 81

CREATE A WHITE PAPER ABOUT SOMETHING YOU ARE AN EXPERT ON

White Paper - a report

WHY

Awareness, Interest, Desire and Purchase

HOW

Research topics using Google to find other reports into the area.

Save it as a pdf so you can send it as a report to new business leads or blogs. Post a link to download this on your social media page.

Make sure the final White Paper includes information in a clear and concise way.

Idea 82

TAKE PICTURES OR VIDEOS OF YOU ATTENDING CONFERENCES, TRADE SHOWS OR MEETINGS

WHY

Interest and Desire

HOW

Take pictures or videos on your phone. Edit these using a filter on Instagram (photo and video) or Priime (photos only).

Idea 82

Idea 83

POST A TEASER VIDEO OF SOMETHING YOU ARE WORKING ON

WHY

Interest and Desire

HOW

Film small segments of video on your phone. Put these segments together using an easy editing app such as Quik or Splice. Post the finished video on your feed.

Always film in landscape and not in portrait.

Idea 84

VOICE YOUR OPINION ON AN INDUSTRY RELEVANT ISSUE

WHY

Interest

HOW

This could be a blog post or simply a well thought out comment including a link to an article announcing or discussing the issue.

Show your passion and belief, but do not look to personally attack people.

Idea 84

Idea 85

CREATE AND SHARE AN INDUSTRY NEWS SUMMARY

WHY

Interest

HOW

Post this using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a blogging site such as Medium.
- Write as a blog post on LinkedIn.

Idea 85

Idea 86

CREATE AN INFOGRAPHIC OF STATS, QUOTES OR INFORMATION ABOUT YOUR INDUSTRY/BUSINESS

Infographic - a visual representation of data, quotes
or pictures

WHY

Interest and Desire

HOW

Use a website such as infogr.am to create a simple infographic and share this to your social media profiles and pages.

Use it as an image within blog posts or White Papers (see idea 81).

Idea 87

REVIEW A BOOK OR FILM RELEVANT TO YOUR INDUSTRY

WHY

Interest

HOW

Post this using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a blogging site such as Medium.
- Write as a blog post on LinkedIn.

Link the post through to a trailer for the film.

Idea 88

CREATE AN INSTRUCTIONAL VIDEO

WHY

Interest and Desire

HOW

Film small segments of video on your phone. Put these segments together using an easy editing app such as Quik or Splice. Post the finished video on your feed.

Always film in landscape and not in portrait.

Idea 88

Idea 89

SHARE YOUR BUSINESS GOALS/DREAMS

WHY

Interest

HOW

You could write a post, or if you wish to be more creative, you could use an image, a Gif or a Meme (see idea 3). You could also use text overlaid on an image/coloured background. This could be actioned using a graphic design website/app such as Canva or Wordswag.

Make sure it sounds humble.

Idea 90

CREATE A BUSINESS FACT SHEET

Business factsheet - a presentation of data or important points about your company

WHY

Awareness, Interest, Desire and Purchase

HOW

Use infogr.am or look up fact sheet templates on a search engine such as Google.

This can be used to approach new leads or simply to share on your social media page. You should also use this for offline business.

Idea 91

ASK WORK COLLEAGUES/TEAM/ STAFF TO POST RELEVANT COMPANY NEWS ON THEIR OWN PERSONAL PAGES

WHY

Awareness, Interest and Desire

HOW

Send an email to your colleagues/team/staff, with a pre-crafted message to share. Or ask them to share the post from your page.

Do not make this compulsory, some people may not feel comfortable doing this.

Idea 92

LIVE STREAM

Live stream - a live video transmitted online

WHY

Awareness, Interest and Desire

HOW

On Facebook, where you would normally write a status, there is a drop-down option to livestream. On Instagram there is a live option next to creating stories and on Twitter you can download periscope to livestream.

Example - a Q&A, an event you are attending or an announcement.

All the social media pages want to push live streaming. As a result, live streams are more likely to be seen than other forms of content.

Idea 92

Idea 93

RUN A COMPETITION WITH A PRIZE

WHY

Awareness and Interest

HOW

Ask your audience to share their answers to the quiz by commenting on the post, sharing it to a specific hashtag - or by tagging you.

On Facebook you can create a contest specific page.

Idea 94

FILM A MICRO SERIES AND PUBLISH VIDEOS AT THE SAME TIME EACH WEEK OR MONTH

WHY

Interest, Desire and Brand Love

HOW

Film small segments of video on your phone. Put these segments together using an easy editing app such as Quik or Splice. Post the finished video on your feed.

Always film in landscape and not in portrait.

Idea 94

Idea 95

**RESEARCH AND ANALYSE A
TOPIC YOU ARE PARTICULARLY
INTERESTED IN RELATED TO YOUR
INDUSTRY. SHARE YOUR RESULTS**

WHY

Interest and Desire

HOW

Use Survey Monkey (a free online survey website) to create a questionnaire and collect the results. You can post this as using one of the following techniques:

- Write a long social media post.**
- Write on a personal blog.**
- Write this on a blogging site such as Medium.**

Idea 96

CREATE AND POST A SLOW MOTION VIDEO OF YOUR PROUCT/SERVICE BEING USED

WHY

Interest

HOW

On Apple phones, use the slomo option in the camera app by scrolling each side (changing through camera, video and other options).

On Android phones, slow motion video fx is an app that allows you to create slow-motion videos.

Idea 96

Idea 97

CREATE A LIST RELATING TO YOUR PRODUCTS/ SERVICES

WHY

Interest and Desire

HOW

Create as a blog post, an image album or post this using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a blogging site such as Medium.
- Write as a blog post on LinkedIn.

Examples - '50 black dresses we love' or
'our 10 favourite family cars'.

Idea 97

Idea 98

WRITE A POST ABOUT YOUR BIGGEST FAILURE AND WHAT YOU LEARNT FROM IT

WHY

Interest

HOW

Post this using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a blogging site such as Medium.
- Write as a blog post on LinkedIn.

Idea 98

Idea 99

INTERVIEW SOMEONE OF INTEREST TO YOUR AUDIENCE

WHY

Interest

HOW

Do this as a video (see idea 2), live stream (see idea 92), a podcast (see idea 102) or simply by recording their voice using voice memos on your phone and writing this up.

Idea 100

SHARE RECENT WORK EXPERIENCES OR LESSONS LEARNT

WHY

Interest

HOW

Post this using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a blogging site such as Medium.
- Write as a blog post on LinkedIn.

Idea 100

Idea 101

SHARE A LIST OF SPECIFIC TOPICS/ ARTICLES

WHY

Interest and Desire

HOW

These would be selected from the best articles that you have recently read or seen.

You can post a list using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a blogging site such as Medium.
- Write as a blog post on LinkedIn.

Idea 102

CREATE AND SHARE A PODCAST

Podcast - an audio recording

WHY

Interest and Desire

HOW

Audacity, downloaded from your computer, allows you to record voice conversations and then edit, package and share this to your audience.

Idea 102

Idea 101

SHARE A LIST OF SPECIFIC TOPICS/ ARTICLES

WHY

Interest and Desire

HOW

These would be selected from the best articles that you have recently read or seen.

You can post a list using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a blogging site such as Medium.
- Write as a blog post on LinkedIn.

Idea 102

CREATE AND SHARE A PODCAST

Podcast - an audio recording

WHY

Interest and Desire

HOW

Audacity, downloaded from your computer, allows you to record voice conversations and then edit, package and share this to your audience.

Idea 102

Idea 103

SHARE WITH YOUR AUDIENCE WHO THE INFLUENCERS IN YOUR INDUSTRY ARE OR WHO YOU FOLLOW FOR INDUSTRY NEWS

Influencer - someone who is significant or authoritative

WHY

Interest

HOW

Post the list of influencers you follow using one of the following techniques:

- Write a long social media post.
- Write in the notes app on your phone, then screenshot and post the screenshot to your page.
- Write on a personal blog.
- Write this on a site such as Medium.
- Write as a blog post on LinkedIn.

Idea 103

Idea 104

CREATE AND SHARE AN EMAIL NEWSLETTER

WHY

Interest and Desire

HOW

Using the articles you curated (see idea 101) and any company news (see idea 30) you can create an email newsletter. Use a site such as MailChimp to put together newsletters.

There are guides on the site for how to best do this.

Make sure to include social media links or any current deals you have.

Idea 104

WHAT YOU NOW KNOW

Now you have read this book, you will be aware of:

- Your social media mission statement (everything you post from now on will be influenced by it)
- The social media sales journey and the importance of each step.
- Which of the 104 different social media content ideas you are going to implement (and when).
- The need to create a strategy and to plan this in advance.

As stated at the beginning of this book your social media content could be completed in under one hour per month using scheduling tools. As your experience develops you may decide to spend longer.

To get the most out of using this book, read the monthly newsletters or follow the picaroons social media pages. Search Picaroons on Facebook or [jb_picaroons](#) on Instagram and Twitter. On each of my own social media posts, I will note which one of the ideas I have actioned. That way, you can see examples of each idea to inspire your own content.

I would honestly love to know how you are getting on. Enjoy it, believe in yourself and please do reach out to me with any thoughts and questions.

THE TWO ACTION STEPS

Step 1 - fill in a content calendar (example on next page) each month with the mix of the ideas you identify will work for you.

You can download a template of this on my website at www.picaroons.co.uk and then by clicking on Templates.

Step 2 - Use a scheduling website to post these content ideas to your social media pages. The website also comes as an app for your phone. You will write your social media posts as normal in this website. It allows you to then schedule a specific date and time for the post (be it text, images or video) to appear on your page.

The scheduling websites I recommend using are Hootsuite or Buffer. Both have in-depth guides on the websites that will show you exactly how to use these and get the most out of them. There is a limit on the number of posts you can schedule with the free versions (10 posts currently). Dependent on how frequently you want to post, you may want to put some time aside to schedule these each week.

Using both these steps, you will be able to plan and implement the social media ideas in a time efficient way, allowing you to get on with running the rest of your business and enjoying your life.

EARN MORE MONEY USING SOCIAL MEDIA

Would it help your business if more people knew what you did?

Are you unsure what to post on your page?

Are you worried about annoying people by sharing too much on social media?

This book outlines 104 effective and easy to implement social media content ideas.

What to post, why it will help you and how to post each idea are presented in simple terms. No business jargon. No ineffective information that will just get you more likes. A book that can be re-read multiple times to inspire content ideas that will lead to more sales for your business

And that's all you really need.

'Content is king, because the real money will be made on the internet, just as previously it was in broadcasting'

- Bill Gates