



Use this cheat sheet to help guide and inspire your content ideas by creating posts that are both relevant to your business goals and your audience.



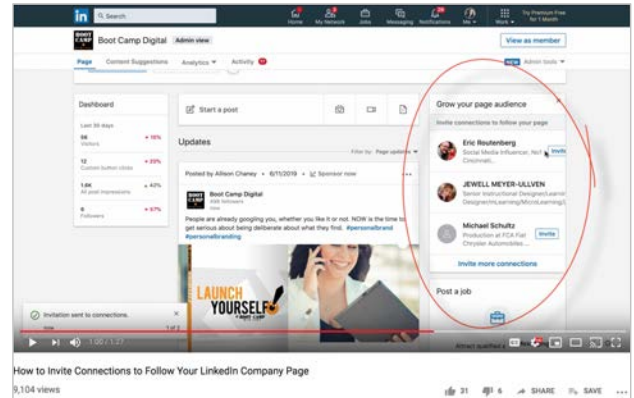
### Engagement Boosts

- Ask a question
- Ask for advice
- Comment with a gif
- This or that
- Take a poll
- Would you rather...
- If you could...
- Fill in the blank
- Mad Libs style
- Controversy (when appropriate)
- Free download
- View latest blog post
- Contest



### Expert Status

- Helpful niche article
- Solve a problem
- Infographic
- FAQ's
- Time saving tips
- Money saving tips
- Relevant factoids



### Favorites

- App or Website
- Book
- Educational resource
- Movie, Song
- Tool or Software
- Product or service
- Social media influencer or profile
- Time saving tip
- Money saving tip
- Quote





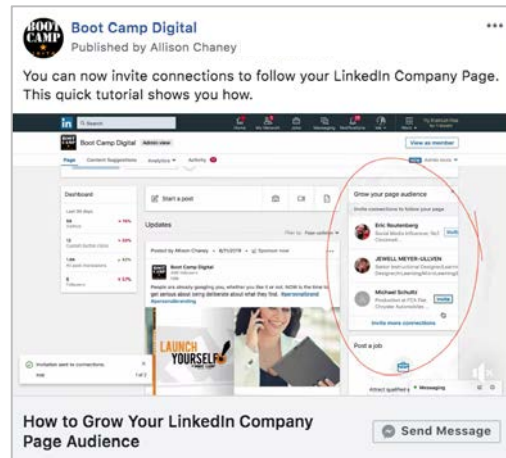
### Get Personal

- Current mood
- Challenges
- Family
- Gratitude
- Say Thank You
- Hobby
- Lessons
- Mantra
- In real life
- Around town
- Relaxation time
- Behind the scenes
- Random factoids about you
- Your passion



### Visuals (Images + Video)

- Behind the scenes
- Before and After
- Tutorial or How To
- Meme
- Inspirational Quote
- At work
- Product in use
- Service in action
- Sneak peek
- Work life
- Leisure
- Live video announcement
- Flat lay (taking photo from straight above items laid out)



### Shout Outs

- Share a photo or post from a fan
- Mention an influencer
- Mention a fan
- Mention a local business





- Mention most engaged fan
- Mention a brand you love and why
- Say thank you



## Trending Topics

- Google Alert post (Google Discover Tab)
- Holiday
- National Day/Week/Month
- News and Current events
- Pop culture
- Viral trending posts/video



## Self-Promotion

- Feature
- Favorite content or product
- Freebie
- Latest content or product
- Popular content or product
- Promote your newsletter or blog
- Promote another platform you're on
- Testimonial, Case Study, Success Story
- Latest Blog post
- Repurpose old/popular content
- Special offers

