

GOOD

Engagement

Breaking News

Keeping in mind that you may be the only person in your business or in your industry that some of your fans are following. Share breaking industry news as it happens.

Your Opinion

Your social media fans and followers love knowing you're a real person with real opinions. Share your opinion on a hot topic and ask your fans to share theirs.

'What would you do' questions

Share an experience and then ask your followers what they would do in that situation.

Ask for help with a problem

Your followers will love helping you solve a problem by offering advice or opinions.

Request help for a follower

If you have received a particularly interesting question from a fan, why not crowdsource and ask your audience for help?

Share a blog comment

Sharing a particularly interesting or controversial blog comment can really get a conversation going. Bonus: It can mean increased traffic to your blog!

Request Feedback

Ask for feedback on your products, services or website. Example "Are there any products you wish we would carry?"

Be Funny

Jokes, memes, funny stories and humorous videos all grab your attention and encourage your followers to be part of the conversation.

Give the inside scoop

Your social media fans will appreciate being let in on a little known fact or a behind-the-scenes story.

Cite an industry statistic

Sharing a relevant statistic shows you're on top of the latest research in your niche; these posts are great for getting shares.

An unexpected photo

Funny, controversial or unexpected images are great for getting likes, comments, shares and retweets.

A quote

Funny, inspirational and motivational all work well to elicit comments and shares. This is especially true for image quotes.

Ask for a recommendation

Give your social media fans a chance to recommend a favourite product or service provider.

Fill in the blank

An oldie bit a goodie. Make a statement but let your fans fill in the blank. Example: "My favourite free tool for post scheduling is ___ ">

Enjoy Creating

