

Too busy to BLOG?

20 ideas for social media UPDATES

In this worksheet you'll generate 100 unique updates for posting on social media.

I'll suggest 20 ideas of types of updates to share on Facebook & Twitter. For each type, you can create 5 updates – that makes 100! If you post twice a day that's enough for 7 weeks!

Of course you can make more or less of each type – just pick whichever ones suit you the best.



Catherine

<http://www.toobusytooblog.co.uk/>

1. Your old blog posts

Share at least 5 of your old blog posts. (Alternatively you could also choose to automate this by using a plugin to automatically post old posts as explained in other modules of this course).

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2. Other of your own website pages

This might include your 'about' page; 'work with me' page; 'resources' page, opt-in page etc:

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3. Questions for discussion

Think of 5 questions that might prompt discussion amongst your followers: avoid questions with simple yes/no answers and try to get a more interesting discussion going!

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4. Fill in the blanks

This is a simple sentence with a blank (____) in that you are encouraging your followers to complete! For example:

Fill in the blank: "My all time favourite London hike is _____?"

The most useful gift I was given as a new mother was _____?

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5. Your best email campaigns

Post your popular / successful email campaigns. No point in them going to waste!

In MailChimp:

- Click on Campaigns
- Filter by List – click Apply
- Look at the 'clicks' or 'opens' % and choose the most successful ones
- Click 'View email' from the drop down list on the right
- Copy the URL (or the short URL at top right) and post into the scheduler

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6. Polls

You can't schedule polls in advance using the Facebook polls function BUT you can create your own informal poll with text, for example:

Where's the best place to live in London for access to great hiking?

- a) North?*
- b) East?*
- c) South?*
- d) West?*

As a new mother what would you most appreciate help with?

- a) Household chores*
- b) Babysitting*

People will comment with the response and start a debate.

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7. Behind the scenes

Think of 5 pieces of 'behind the scenes' information you can share about your blog or business. This could be a photo as well as text.

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8. Personal photos

Share 5 personal photos of you; this could be shared from Instagram, Flickr, or photos uploaded from your hard drive or phone.

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9. Quotes

Create 5 quotes relevant to your topic/industry in [Pablo](#) or [Canva](#).

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10. News/interesting articles

Find 5 news articles of interest to your followers. Do a Google search and then click 'news' at the top to find recent news articles. Ask your followers what they think of the issue, if you want.

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11. Interesting blog posts from others

Do a Google search for your topic and add the word 'blog' into the search to find blog posts. You can also try 'blog + YEAR' to find recent posts.

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12. Others' Instagram images (shared with credit)

Log into Instagram and search for a relevant hashtag. Look under the 'Top Posts' for the most liked images. Click on the image THEN click on the time it was posted. THEN copy the URL into your scheduler. I find this way posts the image with credit to the creator - actually it posts a link, but the image is visible in the update.

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13. Videos (YouTube, Vimeo)

Post your own videos OR link to other popular videos in your topic/industry.

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14. 'Theme' days / show and tell

Invite followers to comment/input and share about themselves. Think of themes you could perhaps repeat on certain days every week. This works well if you create an image for it. People tend to use these more in Facebook groups, but I can't see a reason not to try them out on your Page too.

For example, some people ask followers to share their recent blog posts on a particular day. Some other examples people post are things like: Selfie Saturday... Grateful Wednesday (what are you grateful for today) etc.

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15. Testimonials

Find 5 testimonials and post each one up individually, with a comment from you if you like.

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16. Share popular third party content

Search these free tools to find interesting content to share:

<http://buzzsumo.com/> (search limit limited)

<http://www.slideshare.net/>

<https://www.quora.com/topic/Content-Strategy>

<https://tagboard.com/>

Search Facebook > search for Top content or latest content

Search Pinterest

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17. Just for fun quiz!

Think of a quiz question you can get people guessing about, or a photo image they have to try to explain.

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18. Ask for questions / suggestions

Ask your followers to suggest topics for you to post about, ask for input into your blog/work/product/service, or ask what issues they're struggling with, or ask if they have any questions about X or Y. You could post an 'ask me anything' thread (just remember to pop in and actually answer the questions!)

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19. Quick tips / answers

Think of 5 really quick and short tips that you can share about your topic, products or industry? Or questions you can answer (perhaps use some that people have posted to your wall previously).

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20. Recommendations

Think of 5 things you use that you can recommend. Write a really quick update about each one.

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Now batch schedule the updates of your choice and meet your batching goal!

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(c) Catherine Redfern