



..... 14 DAYS OF

SOCIAL MEDIA CONTENT IDEAS

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DAY 1

SHARE FUN FACTS ABOUT YOURSELF



People don't buy from businesses... they buy from people!

The more you manage to build an authentic relationship with your followers, the more people will trust you and want to buy from you when you launch products or try to sell your offers.

Share some fun facts about yourself that you would love your audience to know, it doesn't have to relate to your business or your idea.

Just have fun with this and get creative!

In order to involve people in the conversation and spark more engagement, ask your audience to reply back and share something about themselves.

DAY 2

SHARE YOUR WORKSPACE

People love to see behind the scenes!

Show your audience your workspace, where you work on your business and create your products or work on your services.

Don't worry about making things look perfect - in fact, we all see too much perfection online. Reality is refreshing and relatable!

Be real and authentic with your followers and show your true self - they will love you for it, trust you and buy from you!

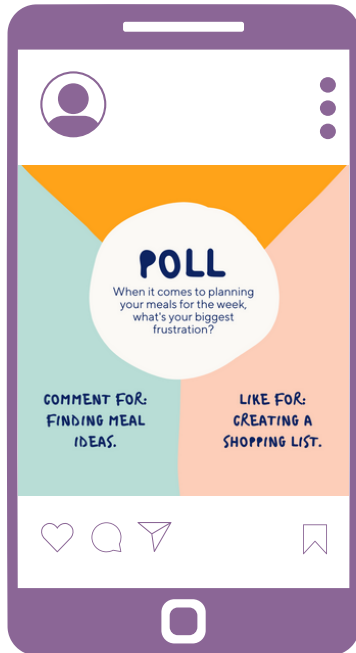
If you'd love to spark engagement, ask your followers to share their workspace with you!



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DAY 3



CREATE A POLL TO GET TO KNOW YOUR AUDIENCE

Polls are an amazing way to get to know your audience, get inspiration for content and ideas for new products or services you could offer.

Make it a point to ask questions regularly - polls on Instagram are a really easy, fun and quick way to get to know the struggles, challenges, desires and preferences of your audience.

Keep it really simple e.g.:

"When it comes to planning your meals for the week, what's your biggest frustration?"

Option 1: Finding Meal Ideas
Option 2: Creating A Shopping list

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DAY 4

SHARE VALUABLE TIPS

Share some valuable tips related to your products, services or the problems that you help your audience to solve. You can share short tips in your image and then go into a bit more detail in your caption.

In order to generate engagement and start conversations, ask your audience which was their favourite tip, what they found most useful or if they want more detailed information about a particular tip.

This should start to spark ideas for the kind of content you could create in future.



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DAY 5

SHARE A STORY

Share a story and relate it back to your business or the problem that you help your audience to solve.

The story can be about you, a client of yours or even someone famous or someone you know about.

Ask your audience if they have faced the same struggles and what they have tried to overcome it.

You can share a selfie or image and tell your story in the caption or get on camera and record a simple video.



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DAY 6

MAKE FRIENDS WITH YOUR AUDIENCE

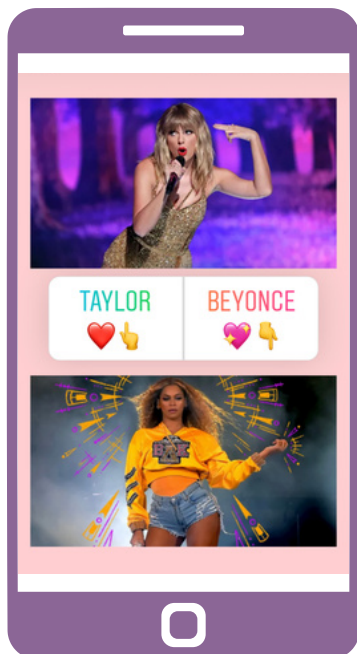


Get to know your audience even better today while also generating engagement by asking them 5 simple “this or that” questions that are extremely easy to answer and don't even relate to your business.

This is just about building the “know, like and trust” factor with your audience and getting to know them like a friend.

Here are some examples:

- Taylor Swift or Beyonce
- Instagram or Tik Tok
- Coffee or Tea
- Night Out or Night In
- Book or Kindle



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DAY 7

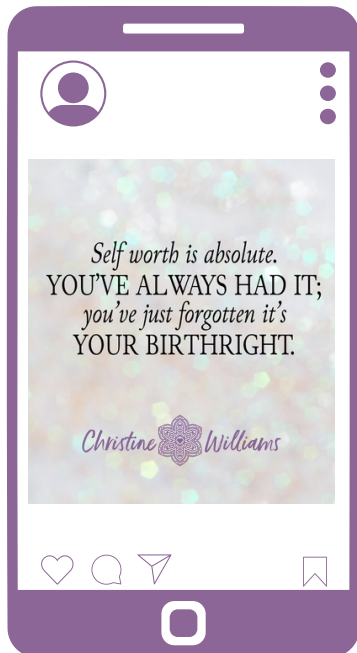
SHARE AN INSPIRATIONAL QUOTE

Share a story and relate it back to your business or the problem that you help your audience to solve.

The story can be about you, a client of yours or even someone famous or someone you know about.

Ask your audience if they have faced the same struggles and what they have tried to overcome it.

You can share a selfie or image and tell your story in the caption or get on camera and record a simple video.



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DAY 8

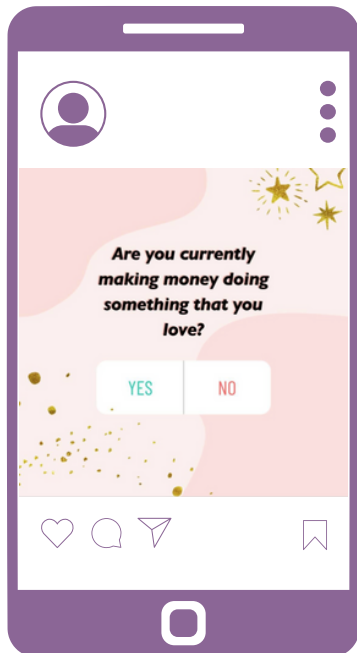
ASK YOUR AUDIENCE A QUESTION

Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

This is a great way to learn more about your audience and to help shape what should go into your products or services.

Make it a simple question that gets people to think about the topic, how they feel about the problem and how amazing it would be to find a solution!

You can share this on your main feed or using the Poll sticker feature in Instagram Stories.



NOTES:



DAY 9

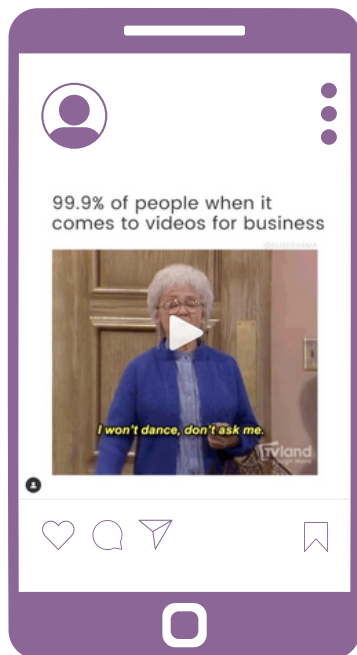
SHARE A FUNNY MEME THAT YOUR AUDIENCE CAN RELATE TO

Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

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NOTES:



DAY 10

WRITE A PERSONAL NOTE TO YOUR AUDIENCE

Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

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NOTES:



DAY 11

SHARE A COMMON MYTH OR MISCONCEPTION FROM YOUR INDUSTRY

Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

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NOTES:



DAY 12

DO THIS NOT THAT

Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

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Make it a simple question that gets people to think about the topic, how they feel about the problem and how amazing it would be to find a solution!

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NOTES:



DAY 13

GIVE YOUR AUDIENCE A CHECKLIST

Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

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DAY 14

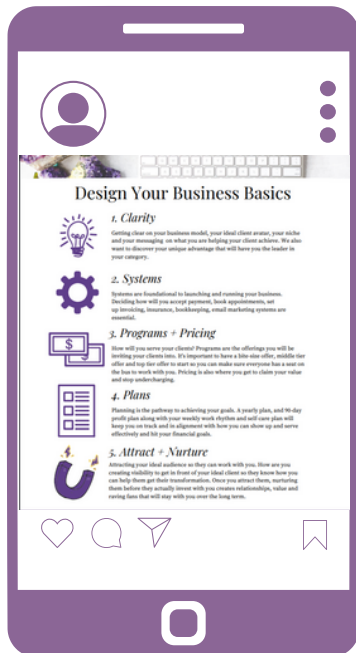
CHALLENGE YOUR AUDIENCE

Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

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Make it a simple question that gets people to think about the topic, how they feel about the problem and how amazing it would be to find a solution!

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