

Social Media Content Ideas

- **Offer a New Perspective:** Showcase what is happening behind-the-scenes. For example, if you have set up a community garden project, explain how you have done that and the process.
- **Introduce Your Team:** Highlight the people doing the work and team activities to show your team's dedication and hard work.
- **A Day in the Life:** Feature different team members and walk through a day in their lives. Explain their roles and what they do to give your audience a deeper understanding of your team.
- **Launch Insights:** When launching a new service, or initiative, involve your audience by asking for their feedback and preferences. This engages your audience and provides valuable market research.
- **Share Useful Tips:** Everyone has their go-to tips and tricks. Share yours to provide valuable insights and establish yourself as an expert in your field.
- **Engage with Polls:** Ask your audience about challenges they face that you are trying to address and run polls to gather their opinions. This drives engagement and provides useful market research.
- **Show Your Workspace:** Share where you and your team work from to humanise your brand and create connection.
- **Visual Storytelling:** Encourage your audience to share pictures related to your industry and repost them, creating a community feeling. This creates future content you can use (always get permission they are happy to do this first!)
- **Stay Relevant:** Use awareness days and national holidays as opportunities to create timely and relevant content. Check out <https://www.awarenessdays.com/> for all the upcoming awareness days
- **Tools of the Trade:** Showcase the tools and products you use daily. Explain why you rely on them and tag the companies you mention.
- **Current Projects:** Share updates on what you're currently working on and how it benefits the community. This keeps your followers informed and excited about your progress.
- **Competitions and Giveaways:** Organise a competition or giveaway. For example, have followers guess when you'll hit a milestone or answer industry-related questions.
- **Trending News:** Comment on trending topics within your industry to show that your brand stays up-to-date and relevant.

- **Local Support:** Promote businesses by sharing why you support them and they support you! Don't forget to promote any current corporate partnerships you have.

- * If they are comfortable, will they speak on camera

- * If not, are they happy with their photo being used accompanied by a quote from them

- * If they prefer a picture not to be use, can you get a quote instead they can be used.

- **AMA (Ask Me Anything):** Host an AMA session with a team member or leader to provide deeper insights into the work you do.

- **Event Participation:** When attending events, share updates about what you're looking forward to and tag relevant speakers and organisers.

- **Testimonials:** Show the difference your work is making from the people who benefit from the work you are doing.

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