

101 Ideas on What to Post

I prepared a detailed list of 101 content ideas and content format ideas on what to post. My goal is that you never run out of ideas!

EDUCATIONAL CONTENT

1. Solve a regular problem
2. Share a hack
3. Answer an FAQ
4. Describe a term
5. Answer an industry question
6. Share common mistakes

TOP THINGS

7. Favourite business book
8. Favourite online course
9. Favourite tool
10. Favourite software
11. Favourite resource

CORPORATE CONTENT

12. Take a look back
13. Anniversary
14. Awards
15. Company culture
16. Company milestone
17. Media release
18. Press release
19. Important partnerships
20. Redecorating offices
21. Current topics
22. Social responsibility
23. Sponsorship
24. Business collaboration
25. Company news
26. Fun fact
27. Job opening

CUSTOMER STORIES

28. Customer of the month
29. Customer testimonial
30. Customer interview
31. Customer generated content

INDUSTRY CONTENT

32. Industry statistics
33. Industry fact
34. Industry article
35. Industry infographic
36. Interview of an industry expert
37. Shout out to an industry expert

PEOPLE

38. Employee posts on a page
39. Share an employee post
40. Behind the scenes photo or video
41. Present an employee
42. Welcome a new employee
43. Thank your followers
44. Employee of the month

WORD OF CEO

45. A story about a challenge (life or business)
46. Talk about a success (life or business)
47. Talk about a charity you support

48. Share a personal story
49. Share a fun fact about yourself
50. Share a fun fact about your business
51. Talk about the company vision
52. Talk about company values
53. Give kudos to an employee
54. Personal achievements

EVENTS

55. Invite to a fair you attend
56. Share photos from the fair
57. Photos from teambuilding
58. Photos from a meeting
59. Photos from an online meeting
60. Photos from conferences
61. Photos from meetups
62. Photos from workshops

PROMOTIONAL CONTENT

63. Product announcements
64. Product reviews
65. Newsletter promotion
66. Teaser to a new project
67. New product or service
68. Most popular product or service
69. Product or service video
70. Product/service launch

VIDEO

71. How-to video
72. Ask me anything
73. Live streaming
74. Online courses

75. Q&A session
76. Quiz video
77. Vlog
78. Webinar

VISUALS

79. Photo collage
80. Screenshots
81. Bubble graphs
82. Comparison graphs
83. Projection charts
84. Diagrams
85. Illustrations
86. Infographics
87. Mind map
88. Presentations
89. SlideShare
90. Photo from AnswerThePublic
91. Template
92. Comparison sheet

AUDIO

93. Podcast
94. Guest of a podcast

WRITING

95. Long-form articles
96. Guest blog post
97. LinkedIn article on a profile
98. LinkedIn article on a page
99. Book summary
100. Checklists
101. Glossary of terms