



THE  
**SOCIAL Refinery**

# 41 Simple Social Media Content Ideas

PLUS - headlines, hooks, questions and calls to actions to increase engagement.



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# Post with Intent

Do you ever get to the end of the day and think 'oh I haven't posted on Social Media, quick let's get something up. Anything will do'.

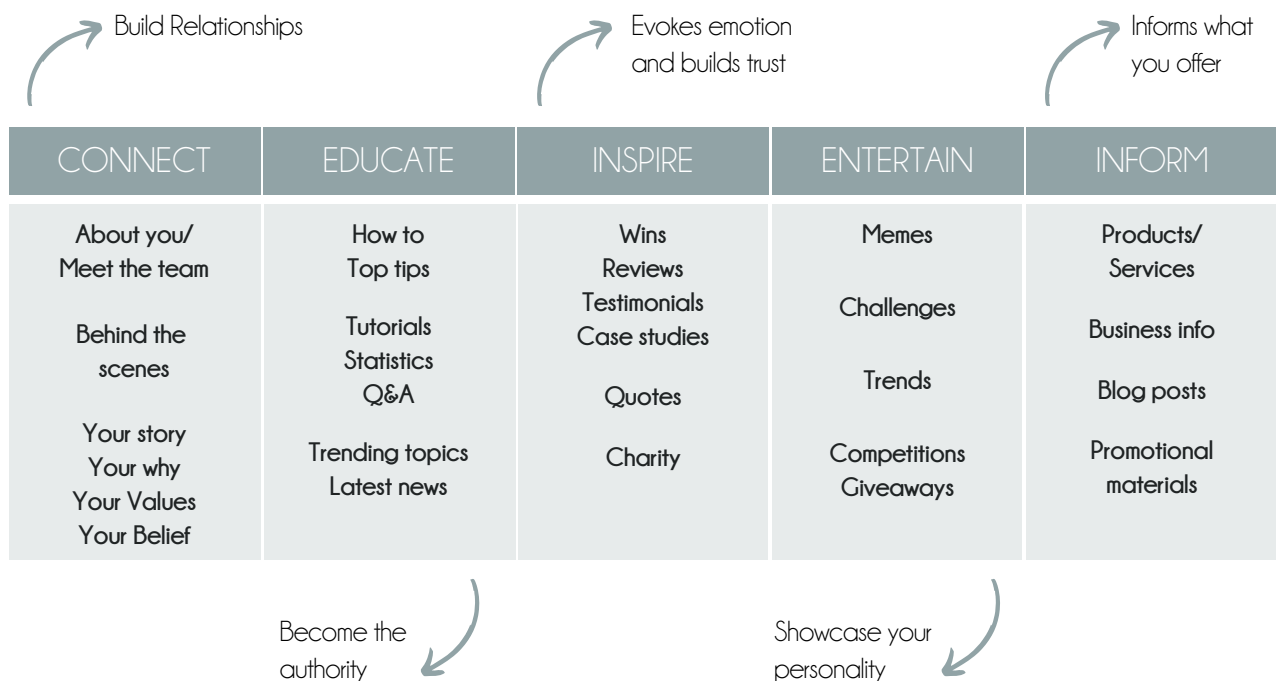
Rule #1 of posting on social media: Never post just for the sake of posting. You need to put thought behind the reason for each post and what you want it to achieve.

So, let's dive into how to create posts with a purpose and clear goal.

To begin, let's break content down into 5 different types:

CONNECT  
EDUCATE  
INSPIRE  
ENTERTAIN  
INFORM

Now let's break these down further using the graphic below.



Now let's see how we can turn the types of content into social media posts.

# 41 Simple Social Media Content Ideas

## CONNECT

- Share 3 things your audience doesn't know about you
- Share a "day in the life of" video
- Tell your audience something you've learned in the last year
- Share your biggest failure and how you learned from it
- Explain what inspired you to start your business
- Talk about your struggles and what helped you to overcome them
- Introduce your team
- Share a weekly recap and showcase the highlight of your week
- Describe the moment everything changed for you/your business

## EDUCATE

- Use your example to reveal how your audience can be successful
- Educate how to get a specific results
- Give some top tips relevant to your industry
- List different tools/products that can benefit your audience
- Share an industry secret
- Share a fascinating stat
- Answer frequently asked questions
- Give your opinion on the latest news in your industry
- Highlight common mistakes you see people make
- Describe a trend in your industry you disagree with
- Explain how you can help your audience find success



## INSPIRE

- Showcase a video testimonial from your client
- Share a small win from a client
- Share your favourite motivational quote
- Provide before and afters (transformation of a client)
- Share a case study
- Describe a memorable client/customer story
- Explain how people feel before working with you/using your product versus after

## ENTERTAIN

- Tell a funny story about something related to your business
- "This or that" poll
- Share a funny image and write "Caption this"
- Insta vs Reality
- Create or share a meme relevant to your industry
- Set up a challenge or competition
- Participate in a trend

## INFORM

- Talk about your products/services and how they can solve a problem
- Share a benefit of your product/service
- Tell your audience what the dream outcome is by using your product/service
- Talk about your journey in creating your product/service
- Promote your free value/lead magnet - podcast, eBooks, downloads, newsletter etc
- Highlight any latest specials or new products/services
- List reasons to hire/shop/work with you



Task: Choose one idea from each section and create a piece of content, this can be as an image, video or graphic on your grid or as a story. Then create a headline for each piece of content.

# Attention-Grabbing Headlines/Titles

Now you have your content ideas, but how do you get people to stop and pay attention? Headlines and hooks. An attention-grabbing headline (or title) encourages your audience to consume your content. These can be used on blogs, social posts, web pages, and pretty much anywhere.



Here are the most effective types of headlines with an example:

## **How To - Explain how to achieve a benefit**

Example: 5 Simple Steps to Increase Instagram Engagement

## **Benefit - Focus on the benefits over features**

Example: Build Your Confidence in Front of the Camera to Create Engaging Videos

## **List - Lists make it easy to digest important information**

Example: 5 Canva Features That Will Save You Time

## **Tips - Outline top tips to help your audience reach a goal**

Example: 7 Top Tips to Create Content from Social Media Influencers

## **Reasons - Explain why they should do something**

Example: 3 Reasons Why You Need a Brand Photographer for Social Media Content

## **Questions - A question requires the reader to pause and respond**

Example: Fed up with Seeing Zero Engagement on Your Social Posts?

# Hooks

The first sentence of your caption (or video) needs to stop people in their tracks. Grab their attention. Cut through the noise. Interrupt them. Stop them scrolling.

Here are some of the top suggestions:

- This is what I learnt from \_\_\_\_
- Can I share a secret with you?
- Are you a \_\_\_\_ feeling \_\_\_\_ with \_\_\_\_?
- Don't \_\_\_\_ until you read this
- Did you know \_\_\_\_
- What most \_\_\_\_ don't want you to know
- Here is the simplest way to \_\_\_\_
- Why you should never \_\_\_\_
- I bet you \_\_\_\_
- Keep watching if \_\_\_\_



At the start of this guide, we talked about each post needing a purpose. So, what do you want your audience to do after they have seen your post and read your status?

## Call to Action

It is vital you clearly tell your engaged audience what to do next. This can include telling them to:

- Tap link in bio for more information
- Follow for more ideas
- DM for more information
- Double tap if you agree
- Tag a friend if they could use this advice
- Send this to someone it could help
- Send me a DM for the link
- Screenshot for later
- Save this post for later
- Found this helpful? Save.
- DM me "WORD" to get started

Your goal might be to start more conversations. If so, ask questions.

## Questions

Asking questions encourages people to share their thoughts/answers through a comment or direct message.

- Has this happened to you?
- Which do you prefer?
- Tell me we aren't alone?
- Have you made this mistake too?
- Agree?
- Which one would you pick?
- Will you give this a go?
- What's your experience of this been?
- What's your opinion on this?





## What's Next: Social Circle Membership

End your social media overwhelm as part of our exclusive online community

With social media constantly changing, it can be hard to keep up with all the new features and trends.

When you join the Social Circle, you'll find a vault full of educational resources, videos, and downloads. You'll also gain access to our Social Media Coach, Jenna, who will host live training and accountability sessions.

What's more, you'll instantly become part of a community of like-minded business leaders looking to take their social media to the next level!

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VIP Membership £97 pm



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