

30 Social Media Prompts

Fill your social media calendar for the month, schedule it in your social media scheduler of choice, and be done with it. Use this list to write one per day, or knock them all out in a couple of hours. Pair with photos and voila. Done.

BONUS: Use the starred (**) posts again and again. They're repeatable prompts.

**Day 1: What is one detail your audience would never guess about your brand?

Day 2: Was your mom/dad/relative an entrepreneur or business owner and if so/not, how did that inspire your path?

**Day 3: What is one detail your audience doesn't know about you or your team?

Day 4: What day/year did you start your business and what was your first thought when you officially launched?

**Day 5: When is a new product/service/detail going to arrive? Anything in the research/development phase?

Day 6: Why did you choose those particular brand colors?

Day 7: What is the story behind your logo?

**Day 8: Ask your audience to tag a friend in the comments who has been on their mind lately. No contest or gimmicks.

**Day 9: Who is one of your best recent customers or clients and why?

**Day 10: Ask the audience what their favorite product or service is from your brand.

**Day 11: Ask your audience to sign up for your email list.

Day 12: What was the a-ha! Moment behind your business name?

Day 13: If you could open a second (or 3rd or 4th or) office anywhere, where would it be and why?

**Day 14: Pull in a favorite quote and just post it with the attribution.

**Day 15: Share a snippet/excerpt from your latest blog posts and ask your audience to visit your latest blog post. (Don't have a blog? Post a snippet from a product or service page and ask them to visit that page.)

**Day 16: What is one detail behind a product or service you offer that people should remember?

Day 17: What is your tagline and why is it important?

**Day 18: Repost a frequently asked question (and answer).

Day 19: Ask your audience to like your other social media pages.

Day 20: Tell a classic joke or pun (seriously.) We all need to laugh more nowadays.

**Day 21: Repost a testimonial quote or recent review. Tag that customer if you can and thank them.

Day 22: Survey the crowd with the ultimate question: coffee or tea? (you'll be surprised at the comments.)

**Day 23: How does one of your products or services work? Break it down into 5 short steps if possible.

**Day 24: Repost a case study or "how we helped XX person overcome their thing."

Day 25: If you could ask your audience to do one thing for your brand today, what would it be? Open the latest email? Read a blog post? Like that post? Tag a friend?

Day 26: If your brand had a soundtrack, what would be the first song?

Day 27: When does your day begin and end? Give a little “day in the life” insight.

**Day 28: What is the next event coming up for your brand? If you don't have an event, make it fun...like “BIG ANNOUNCEMENT: On Thursday we're going out to Taco Mike's because it's \$5 tacos all night. Okay, that's it.”

**Day 29: Ask your audience to chime in with their biggest problem as it relates to your brand.

**Day 30: Tell your audience you love them.

Catherine Campbell is the director of Bright Planning, an Asheville-based content marketing and PR agency with a national clientele of ethical brands. Bright Planning's new online course, Signature Brand Story, launches October 1. To find out more, visit www.brightplanning.com/story.