



## SEO Notes:

**Author:** Hailey Johnston

**Keyword:** post ideas for social media

**SEO Description:** Calling all brands! Need more content ideas? Here are our top 5 original post ideas for social media.

**Blog URL:**

[https://www.scottsocialmarketing.com/blog/https://docs.google.com/document/d/1Ar7ETXXi10TEfAcU5r-h2EmUq\\_XZdfE/edit](https://www.scottsocialmarketing.com/blog/https://docs.google.com/document/d/1Ar7ETXXi10TEfAcU5r-h2EmUq_XZdfE/edit)

## Article Title: Top 5 Original Post Ideas for Social Media

### For when you're fresh out of ideas

Even the most creative business owners hit content ruts when coming up with post ideas for social media. We've all been there: posting just to post or copying what everyone else is doing. It's time to stand out! Sometimes, you just need a fresh angle and a little intention.

Here we've listed our top 5 original post ideas; universal to all brands. Keep reading for the inspiration you've been needing 🙌





## 5 Original Post Ideas for Social Media to Keep Your Content Fresh

### 1. *Happy National \_\_\_ Day!*

Did you know just about every day of the year has a reason to celebrate? Just in February, you can find National Dark Chocolate Day, Sweater Day, and Send A Card To A Friend Day. Pick one relevant to your brand (or not) and throw a party!

Bonus: use this as an opportunity to engage your audience in the caption with a conversation starter!

<INSERT IMAGE>

### 2. *Customer Photo Showcase*

Nothing feels better than seeing your customers share your product with their friends. The best part is that they've done half the work for you! Create a collage or carousel post to show them off. Not only does this highlight your brand, but it makes them feel seen, too.

[Take a look](#) at how Thread Wallets implemented this content idea!

<INSERT IMAGE>

### 3. *Us in 30*

"Us in 30" is a quick, energetic intro to your brand. It answers questions about who you are, what you do, and why it matters.

Think fast cuts, behind-the-scenes clips, and personality in a 30 second reel. You can even pin this post for new audiences that want to know more about you! Name a better evergreen content idea.

<INSERT IMAGE>

### 4. *Don't Peek!*

People love secrets. Why else would reality shows be so popular? This idea works well for product launches or exciting news. Blur the photo, crop it, or tease just a tiny detail. Do just enough to spark curiosity without giving everything away.



<INSERT IMAGE>

## 5. ASMR but Make It...

The internet is as addicted to ASMR as we are. It's weird, but it works. The best part is that it can be done in any industry. Running a coffee shop? Record close-up audio of pouring drinks, clinking glasses, and sliding cups across the counter. If it makes a sound, record it!

Need a dose of ASMR? Watch [this](#) and thank us later.

<INSERT IMAGE>

## Need more ideas?

Good news! We have more where this came from. Check out [our blog](#) for more post ideas for social media, or [set up a consultation today](#) to see how Scott Social can get your socials shining ✨

## Graphic Design Request:

<the more detailed, the better. Our graphic designer loves having a link to an inspiration post that you love and a direct link to the resources needed to complete the design>

### Graphic Design Description:

Article Link: [https://docs.google.com/document/d/1Ar7ETXXi10TEfAcU5r\\_-h2EmUq\\_XZdfE/edit](https://docs.google.com/document/d/1Ar7ETXXi10TEfAcU5r_-h2EmUq_XZdfE/edit)

### Header Image Dimensions

1000x500 and 500x750

Header: Top 5 Original Post Ideas for Social Media

Illustrative Notes: Please use [this image](#) and place a small "S" logo in the bottom center

### Section 1: Happy National \_\_\_ Day!

Illustrative Notes:

- On a landscape Scott Social branded colored gradient background, place [this photo](#) on a white phone outline
- Please place the phone outline on the left side of the graphic



## **Section 2: Customer Photo Showcase**

Illustrative Notes:

- On a landscape Scott Social branded colored gradient background, place [this video](#) on a white phone outline
- Center the phone outline on the graphic

## **Section 3: Us in 30**

Illustrative Notes:

- On a landscape Scott Social branded colored gradient background, place [this video](#) on a white phone outline (but with no audio!)
- Place the phone outline on the right side of the graphic

## **Section 4: Don't Peek!**

Illustrative Notes:

- On a landscape Scott Social branded colored gradient background, place [this photo](#) on a white phone outline
- Place the phone outline on the left side of the graphic

## **Section 5: ASMR but Make It...**

Illustrative Notes:

- On a landscape Scott Social branded colored gradient background, place the [3 ASMR photos](#) on [3 white phone outlines set up like this](#)
- Please place ASMR 1 in the middle, ASMR 2 on the left, and ASMR 3 on the right
- Center on the graphic

## **Image Attachments**

Create a Google Drive folder and attach a link to the images here

[https://drive.google.com/drive/u/0/folders/1b1NJpDYhYO-olj\\_DNnfEKAvso-0hpNlb](https://drive.google.com/drive/u/0/folders/1b1NJpDYhYO-olj_DNnfEKAvso-0hpNlb)