

12 THINGS TO WRITE ABOUT WHEN YOU HAVE WRITER'S BLOCK

- STORIES**

Keep it personal, the whole purpose of social media is to give a personality to your business. Write up a story of something that happened to you or your business during the last week.
- BEHIND THE SCENES**

Show things that are happening at your business. If your followers care about you, they will care about your business. Brand loyalty and advocacy is the best marketing out there!
- RANDOM THOUGHTS**

Don't limit yourself to only posting about your business, post random thoughts that cross your mind. Be open but remain conscious of the overall presentation of your business.
- VIRAL VIDEOS**

Most posts on social media are sharing content from other people. Join in and repost a video that you find valuable, whether it be comedic or it helped you think differently.
- LOCAL NEWS**

If your business focusses on a specific area, post or share some content about things going on around you. It strengthens your place in the community and promotes the local economy.
- INDUSTRY NEWS**

Enhance your professional network and showcase innovations happening in your industry by reposting content from others. If people view you as an industry expert or leader, they will come to you first for your professional services.
- NEW PRODUCT**

Keep your audience up to date on any new products you're launching or revisit products you still have in inventory! Remember that the general rule of thumb is that 1 in 4 of your posts will be directly promoting your business.
- QUESTIONS & POLLS**

Interact with your followers by posting a question or poll for them to join in on. It can be directly relating to your business, you could use it as a test group for a product or idea or you can just pose a question about life.
- HOLIDAYS**

Post holiday sentiments on these days to spread a positive message and keep your company on people's minds!
- SALES & COUPONS**

Definitely promote any sales or coupons you're offering. Pro Tip: Offer discounts and free swag in a competition on your social media! It promotes your business and motivates people to interact with you!
- GOALS & MOTIVATION**

Do you have a quote or a person that inspires you? Tell your audience about it. Or let them in on some of your personal or business goals for the quarter or year. Bring a human element to your company!
- RECOMMEND**

Reading a good book or listening to an awesome podcast? Did you try a cute local coffee shop or get a great service at a car wash? Tell your followers about it! Pro Tip: Tag the people you're talking about in your post!