5 Secrets to Social Media Content Ideas

Keeping your social media content fresh is a never ending challenge. Use these secrets to stay motivated.

1. Don't over think it. There are quality images all around us. Everyday items can make great visual content.
2. Utilize the creativity of your staff. Setup up a Dropbox folder and share it with your staff. Ask them to post pictures of their daily goings on.
3. Don't forget about screen shots. Depending on your industry a screen shot of your website or workflow can offer interesting content.
4. Offer a tip or a DIY. You take for granted all your knowledge and may think everyone knows what you know. But in reality a simple tip can be very interesting content.
5. Your clients or customers make great content and people love to re-post pictures of themselves. Ask permission but then share images of your clients enjoying your product or service.

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