

# creating better content

with 50+ ideas  
you can steal

HOW TO CREATE SHARABLE CONTENT

50+ CONTENT IDEAS



# Making your content shareable

If we're honest with ourselves, we'll admit that the content we make for social media is pretty haphazard.

It usually has no theme, and we don't really know what we're doing. It's time to aim for more shareable content. Likes are nice. Comments are sweet.

But the greatest compliment on a job well done on your social post, is when people share it. Right? Sharing of posts is a powerful signal to Facebook, LinkedIn and the platforms, that what you're posting is popular and significant.



# Relating to your customer's world

Remember seeing something that a friend shared that made you think, "wow... I can so relate to that!" That's a feeling that is shared hundreds of millions of times a day on social media. It is the feeling that drives us to keep going back to Facebook. It makes us feel that someone understands us. Someone agrees with us.

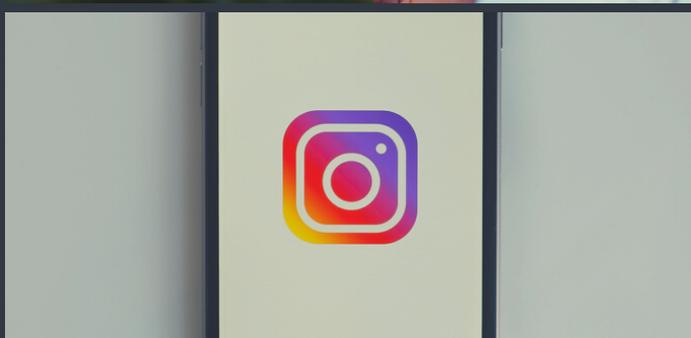
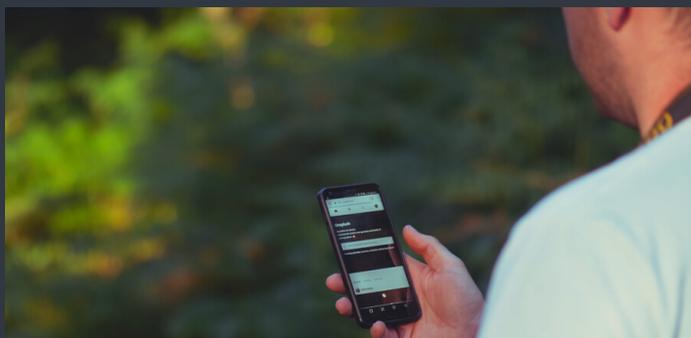
Someone lives in the same world as I do. This is why ageing conservative people love Facebook. It's very easy to find people who think the same way that you do.

This feeling is something you can take advantage of to get more reach for your posts and more shares of your content.

You just need to know who your customer is. And you can find this in your Facebook and Instagram Insights. Once you know who they are, you can take pretty good guesses at what they like. Are they people who are well-educated, enjoy the arts and support causes around diversity and inclusion?

Making reference to marriage equality or your local Pride Festival could be great for getting shares.

Likewise, if they are older, more conservative thinkers, you could hark back to simpler times. Consider making "Back in the day" or "Remember this?" types of posts. This stuff is like catnip to our older fans.



# Short, sharable video content

The rise of TikTok, Instagram's "Reels" and the world of entertaining short-form video on Facebook proves that short is sweet. If video is the King of Social Media, then there are a few Kings across different platforms.

The longer video is King over on YouTube, but everywhere else, short video reigns. From the 60-second videos with important global themes from Nas Daily, to 15-second clips of teenage boys falling off skateboards, no medium entertains quite like the short online video.

But don't mistake short for simple.

Many of the most famous short videos took hours, even days, to set up and execute perfectly. Just like that perfect shot of a guy diving in to a rockpool in Kakadu took days to get there and hours to set up, great short videos can take a lot of effort.

But not all videos need to be that complicated. Even at 15, 30 or 60 seconds, you can put across a clear and simple message that speak volumes to your audience.

## CONSIDER SOME OF THESE IDEAS FOR SHORT VIDEOS ON YOUR SOCIALS:

- Time lapses of how you make your products
- "Would you rather be here?"
- A video that highlights a cause you believe in
- A funny video of failure or mistakes
- An interesting look at something your customers may not know about you

# Timely and Unique Quotes

Quotes have been done to death on social media properties.

You can always tell who is a motivational or life coach, because they are always loading up motivational or inspirational quotes. Often daily.

Quotes like these slip into the background, even if your fans are seeing all your other content regularly.

That's because this kind of content is just plain lazy. And it's usually copied from someone else – or misquoted from someone famous.

One of my favourite anti-quotes is this one:

**Don't believe everything you see quoted on the internet. – Abraham Lincoln**

Old Honest Abe, Alfred Einstein, Bill Gates, Steve Jobs, Oprah Winfrey and Michelle Obama are often attributed to things that they never actually said. Sometimes hilariously so.

## WHAT ARE GOOD QUOTES FOR SHARING ON SOCIAL MEDIA?

- Quote yourself. Seriously. What do you always say that is worth quoting?
- Quote local people and local influencers rather than global celebrities. They're more relatableQuote customers. I'm not talking about testimonials. No one believes those anymore.
- Quote the funny, interesting and observational things that customers say that are memorable
- Quotes lines from books and articles related to what you do. They make more sense than random motivational quotes from long-dead people
- Quote someone from the news that is current. But keep it within context of what you do and where you are

These kinds of quotes are far more likely to be shared because they're relatable, in the world your customer is in, and are unique.

# Take a stand for something you believe in

We often think that, as a business, we have to remain neutral on almost every topic so that we don't offend someone. But even the biggest corporations will choose to take a stand on something that they, or their staff believe in. But there is an art to choosing what you take a stand on.

When Chick Fil-A, a chicken fast food chain in the US publicly opposed marriage equality some years ago, there was an outcry amongst gay and lesbian communities nationwide. But the highly conservative owners of the chain knew that it would not affect sales of their food. In fact, the whole move was a carefully designed marketing campaign to increase sales amongst their core customer base.

And that base were not gay and lesbian diners. It was their core of conservative, non-affluent people in southern states. They took a stand for something that the vast majority of their customers would also believe in.

Likewise, you could take a stand for something in your business. But like the example above, if you're going to take a stand for a big issue, you need to be absolutely sure that it won't backfire. Or at least, cause you to lose significant business because of it.

Even if you hold an opinion on a big issue yourself, it may be better if you aim to take a stand on something a little less controversial.

## SOME IDEAS THAT A SMALL BUSINESS MIGHT TAKE A STAND ON.

- Ideas your business could consider taking a stand on a new development that may impact the local environment in your town
- Local crime and how it affects people like yourself
- Decisions by governments to close community services  
Major changes to flights, trains and bus services  
Local government decisions that impact your business

You'll notice that I've leaned towards local issues, rather than big moral, religious or ethical issues that large numbers of people can hold very strong, deep and emotional beliefs in. By staying close to home, chances are that you are matching the beliefs of people in your area.

# A final thought...

Creating shareable content isn't about talent or ability at using software. It's about making good decisions about what you're capable of, what is relevant to your customer, what you believe in, and how that may be interesting enough to a follower, that they want to share it with others.

Just use this cheat list when you want to create something shareable:

- Is it about something in your customer's world?
- Is it short and meaningful to consume, and share?
- Is it unique or just a repeat of something from someone else?
- Does it take a stand on something your customer would agree with?



# 50+ ideas

## for your social posts

1. “Do you remember...”
2. “Back in my day...”
3. Referring to local events
4. “Am I the only one...?”
5. “Did you know...?”
6. Time lapses of how you make your products
7. “Would you rather be here?”
8. A video that highlights a cause you believe in
9. A funny video of failure or mistakes
10. An interesting look at something your customers may not know about you
11. Re share an old blog article, with an alternative heading
12. Share how you originally got started
13. Host a poll
14. Share a behind the scenes video
15. Share customer photos (credit them – for copyright and to give them brag ability)
16. Employee stories
17. Company news
18. Fill in the blank. “If there was one person I could take on this experience it would be \_ \_ \_”
19. Industry statistics
20. Answers to frequently asked questions. If your customers are constantly asking the same thing, write a blog post with the answer. Share that.
21. Case studies.
22. Hypothetical questions for your audience.
23. Fun facts
24. Share popular topics or answers (relevant to your audience or product) from Reddit
25. Image puzzle. Post a cryptic or puzzle image and ask your audience if they can solve it.

26. Record a how-to video
27. Share updates on upcoming events
28. Organise a giveaway for participation
29. Competition time – if we get Xs retweets, likes, or comments, we'll give away...
30. Thank your fans at milestones
31. Calendar events relevant to your business. Fathers Day, Christmas etc. You should literally have a calendar set up to remind yourself to post!
32. Community support you are involved in
33. New years resolution
34. Content from other experts or influencers in your industry that support your product position and the problem it solves.
35. Messages of encouragement for your audience.
36. Behind the scenes of projects, clients, or people you are working with.
37. New product releases
38. Repost images that have worked for you in the past. Audiences transition and evolve, and so do social media algorithms.
39. Invite people to sign up to your email list
40. Go live. Talk TO people, not at them. Encourage questions and provide answer live. Make sure you give people a heads up this is happening!
41. Use holidays as inspiration
42. Generate hype and interest in new events or launches
43. Create themes for certain days. Marketing Monday, Throwback Thursday, Sunday Funday. You'll find it helps you generate new content ideas.
44. Highlight personal milestones and events. People want personality from the businesses we deal with. Be approachable and honest.
45. Ask fans and followers to help you with a business decision – Do we go with this or that... Give them an opportunity to help, engage, and feel connected to the brand.
46. Ask to caption a photo.
47. Share valuable resources – courses, checklists, offers, e-books
48. Recommend a book.
49. Q and A session on post.
50. Tell stories.
51. Video demonstrations (of product or service)
52. Industry news
53. Offline events you are attending

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admin@treeti.com.au



08 8967 1788



treeti.com.au

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