

SOCIAL MEDIA IDEA GENERATOR



A WORKBOOK

CREATED AND DESIGNED BY
SONJA RASULA X UNIQUE MARKETS

Social media is a great way to reach out to your audience and engage them with interesting content... But with all the different hats you wear, content creation can become a huge pain-point for your business.

Here are some ideas for posts and videos to jumpstart your creativity. Write your ideas down, a few for each topic, so you have lots to move forward with:

Share customer success stories or customer feedback

-
-
-
-

Create informative videos about your product or services

-
-
-
-

Show BTS (behind the scenes) at your studio/in your workspace

-
-
-
-

Create graphics that feature inspirational quotes or fun facts about you/your products/your company

-
-
-
-

Feature 'top picks' from employees, friends or fans

-
-
-
-

Share helpful tips and advice related to your industry

-
-
-
-

Show the process of making something (before/after)

-
-
-
-

Engage your community by asking them to vote on something, choose their favorite color option for new products, etc.

-
-
-
-

Have a little fun and dance

-
-
-
-

Share your story (previous career, your childhood, your passions, etc.)

-
-
-
-

Show a reveal or transition, such as raw materials then the product

-
-
-
-

PUTTING
SOMETHING OFF
DOESN'T MAKE IT
GO AWAY.

YOU'VE GOT THIS.

SHARE WITH US ON INSTAGRAM
@SONJARASULA @UNIQUEMARKETS