




WE ARE A CREATIVE SOCIAL MEDIA AGENCY WITH MIDWEST ROOTS, REPRESENTING CLIENTS ALL OVER THE WORLD.

Our team is made up of envelope-pushers, big thinkers, brainstormers, and conversation starters. We live and breathe social media advertising and all its analytics and data. We love to create engaged, happy social media communities around businesses, and we are dedicated to creating a glowing brand reputation, culture, and voice for our clients.



30 DIY CONTENT IDEAS



Have you ever found yourself staring at your computer screen with no idea what to post next?

We know the feeling! Sometimes getting some fresh new ideas will get your creative juices flowing again.

Here are some ideas that we've compiled as a starting point for your next post. Reference this document whenever the creative block hits. Don't forget to share it with your friends, neighbors, mailman, pizza delivery dude, a nice stranger or your cat!

1. Share a recent win.
2. Ask your audience what their biggest struggle is.
3. Show off your office space.
4. Share a goal you recently achieved in life. It can be personal or business.
5. Repost a photo from a follower. Make sure to give them credit by tagging them!
6. Share a recent positive review you have recieved.
7. Recently accomplish something? Showcase it and talk about the before and after!
8. Share a #throwback photo! What's changed? #TBT #FBF
9. Ask a relevant trivia question or share a fun fact!
10. Share something about you or getting to know a new employee.
11. New here? Remind your followers what you are all about.
12. Do a simple or relevant how-to that people could DIY.
13. Share a holiday and/ or national day that makes sense for you or your brand.
14. Share a quote that you love.
15. Feature one of your products or service and why it's awesome.





- 16.** Something big happen in your personal life? If you are comfortable sharing that info, tell everyone the big news.
- 17.** Give some tips and tricks to educate or inform followers.
- 18.** Share what apps your business uses and why.
- 19.** Include a call-to-action (CTA) or ask a question.
- 20.** Run a contest or giveaway!
- 21.** Share the history or random facts about your busniess.
- 22.** Tell a story about your brand.
- 23.** Share the progress of how your business is going (started here, now we are here.)
- 24.** Ask your followers to take a poll or quiz. Perfect for Instagram story engagement!
- 25.** Talk about the first job you ever had and what it taught you.
- 26.** Share your three favorite websites/softwarees that you use.
- 27.** Tell two truths and a lie and have your followers guess which one the lie is.
- 28.** Share how you start your day (working, reading a book, making coffee the second you get out of bed).
- 29.** Do a demo or unboxing of your product.
- 30.** Record a behind the scenes or day in the life video.