

35 DAYS OF CONTENT CREATION

<p>A work-in-progress or behind-the-scenes shot.</p> <p>People love seeing progress, it's a peek behind the veil.</p> <p>✓ 1</p>	<p>Share something about you or your people.</p> <p>People know your business, but they want to connect to the PEOPLE behind it, too.</p> <p>✓ 2</p>	<p>Promote a product or service you offer.</p> <p>✓ 3</p>	<p>On-the-go pic! Share something from your day.</p> <p>Your lunch, coffee, walk to work - keep it casual.</p> <p>✓ 4</p>	<p>Share why you love what you do!</p> <p>Hit 'em with the feels and build some trust.</p> <p>✓ 5</p>	<p>Insider knowledge.</p> <p>Quick little "how-to" or tip that relates to your industry.</p> <p>✓ 6</p>	<p>Positive feedback or review you got from a client.</p> <p>✓ 7</p>
<p>Photo of a meeting, event or conference.</p> <p>✓ 8</p>	<p>Q&A caption!</p> <p>Post a question in the caption that your target audience can answer.</p> <p>✓ 9</p>	<p>Feature a vendor/business you work with often.</p> <p>If they share it, you'll be exposed to their whole audience. Plus, it's just nice.</p> <p>✓ 10</p>	<p>Host a contest or a giveaway.</p> <p>✓ 11</p>	<p>Ask them to fill in the blank.</p> <p>"Mondays are for _____".</p> <p>✓ 12</p>	<p>Promote a new blog post.</p> <p>✓ 13</p>	<p>Share a favorite tool you use to run your business.</p> <p>✓ 14</p>
<p>A fun National-Something day.</p> <p>✓ 15</p>	<p>"Caption this photo".</p> <p>✓ 16</p>	<p>Feature a behind-the-scenes helper that doesn't get a ton of spotlight. Thank them!</p> <p>✓ 17</p>	<p>Post a throwback.</p> <p>People love to see where you came from.</p> <p>✓ 18</p>	<p>This-or-that?</p> <p>Post two options and have your audience weigh in on their fave.</p> <p>✓ 19</p>	<p>Ask us anything!</p> <p>Let your clients ask questions and respond promptly in comments.</p> <p>✓ 20</p>	<p>Bust a myth!</p> <p>Provide insight into a myth that plagues your audience/niche.</p> <p>✓ 21</p>
<p>Employee spotlight.</p> <p>Casually feature an employee and share something fun about them.</p> <p>✓ 22</p>	<p>Show your company culture.</p> <p>✓ 23</p>	<p>Share someone else's content that your audience would find interesting and credit them.</p> <p>✓ 24</p>	<p>Guess the number!</p> <p>"How many mugs are on our mug wall? Winner gets a free cup of coffee!"</p> <p>✓ 25</p>	<p>Glamour shot of your office.</p> <p>Show 'em the sweet digs.</p> <p>✓ 26</p>	<p>Post a photo of a local landmark you love.</p> <p>It shows you're local and out-and-about!</p> <p>✓ 27</p>	<p>Everyone loves a good pun!</p> <p>✓ 28</p>
<p>Post a view from your office or desk!</p> <p>✓ 29</p>	<p>Jump on a viral trend!</p> <p>#10YearChallenge, #HarlemShake, #IceBucketChallenge, etc</p> <p>✓ 30</p>	<p>Any major holidays you can get in the spirit for?</p> <p>✓ 31</p>	<p>Share an inspiring or motivational quote.</p> <p>✓ 32</p>	<p>Show something seasonal!</p> <p>Snow at your office, fall leaves out the window, PSL on your desk, etc.</p> <p>✓ 33</p>	<p>Announce/welcome a new employee!</p> <p>✓ 34</p>	<p>Post an upcoming event you're hosting or sale you're having.</p> <p>✓ 35</p>