

Cards against conformity



Smash writer's block!

**15 ideas for social
media content**



**Highlight
your product**

©Toastie Tallula Isights

Highlight your product

Curveball: It's about your customer, not you! Explain how your product solves your customers'/clients' pain points, focusing on how it makes their lives better. Steer away from being directly promotional – let your product speak for itself.

Examples:

- New product launch with images and video. NB: Make it customer-centric – how does it add value to their lives? Showcase that.
- Feature a competition or campaign you're running.
- Include user-generated content, like unboxings and reviews.



Employee feature

©Toastie Tallula Isights

Employee feature

Feature your company's employees, highlighting their achievements, interests, and personalities. This will humanise your brand and celebrate the people behind it.

Examples:

- Mini interview with a team member.
- Mini bios on new hires.
- 'A day in the life' of a team member.



**Share your
brand values**

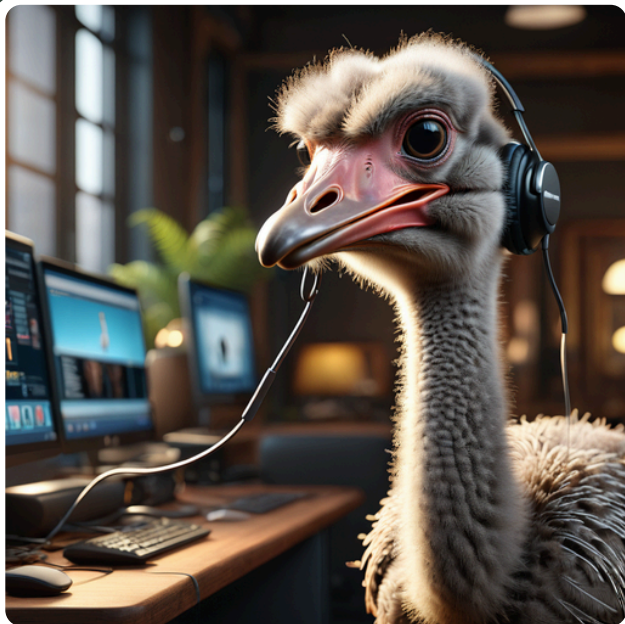
©Toastie Tallula Isights

Share your brand values

Communicate your company's mission, vision, and core values, and how it motivates you.

Examples:

- Showcase your green or DEI initiatives.
- Create a reel with or about your community, partners, or charities you support.
- Share your brand values and how your team lives them every day.



Webinars

©Toastie Tallula Isights

Webinars

Hosting a webinar or being featured on one? Include it in your feed and stories.

Examples:

- Promote an upcoming webinar, encouraging people to register.
- Use snippets from the webinar as reels, in your stories, or quotes from it in posts.
- Do a recap or post-webinar Q&A.



Tips and tricks

©Toastie Tallula Isights

Tips and tricks

Be generous with content that shares helpful advice, practical guidance, and expert insights about your industry and product. It illustrates your insider knowledge.

Examples:

- 'How-to' tutorials relevant to your product.
- Guides or hacks – can be product adjacent. For instance, if you run safaris, you could create a 'what to pack' list.
- Outline best practices, giving advice on how to get optimal results.



New ideas

©Toastie Tallula Isights

New ideas

Innovative, creative, and sometimes disruptive concepts make for great content. Inspire audiences and encourage them to think differently by featuring prototypes, or experimental projects.

Examples:

- Sneak peeks of products you'll be launching soon.
- Innovations in your field.
- Comment on future tech or 'crazy' concepts in your industry (maybe your company is developing them!)



Live Q&A

©Toastie Tallula Isights

Live Q&A

Host a real-time question-and-answer session on social media, responding to audience inquiries, sharing insider knowledge, and providing instant feedback.

Examples:

- Product Launch Q&A.
- CEO Live Chat.
- Expert takeover – bring in an outside expert and let them ‘take over’ a session. You’ll attract their audience, show yourself as unafraid to interact with other authorities in the field, and align yourself with them.



Thought leadership

©Toastie Tallula Isights

Thought leadership

Showcase your expertise, insights, and innovative thinking on trending and relevant industry topics, positioning your brand as a trusted authority and go-to resource. Make sure you're saying something new and thought-provoking. Thought leadership is about original insights people won't find anywhere else.

Examples:

- Opinion pieces from experts within your company on hot topics.
- Share your company's research and analysis.
- Share trend predictions.



Quote

©Toastie Tallula Isights

Quote

Feature an inspiring quote relevant to your brand, industry, company culture, or company values. Just remember to always attribute your quotes.

Examples:

- Quote from a famous person or industry expert.
- Quote from your CEO or someone else in the organisation – you'd be surprised how anyone on your team could have something profound to say.
- Quote from a movie or a song lyric.



Office challenge

©Toastie Tallula Isights

Office challenge

Run and record a fun and light-hearted challenge in the (even remote!) office. Feature employees participating in a humorous or creative task – it will humanise your brand and showcase your company culture.

Examples:

- Link up with a suitable trending social media challenge. (But NO ice buckets, please).
- Do something for an awareness day, like acts of kindness on Mandela Day (in South Africa, but feel free to take it global).
- If you're feeling quirky – do a lip sync battle.



**Ask me
anything**

©Toastie Tallula Isights

Ask me anything

Invite your audience to ask you their burning questions or create content asking team members (or even clients/customers) appropriate but revealing questions.

Examples:

- Employees answering a daring question.
- Answer the most bizarre questions you've ever received through your customer service channels.
- Ask industry experts the questions people really want the answers to, but are too shy to ask (e.g. flight experts: What should I do if I'm on an aeroplane, in the loo, and there's turbulence?)



Industry news

©Toastie Tallula Isights

Industry news

Share your company's news. Make sure it is timely and relevant to your audience. What does it mean for them?

Examples:

- Company news or announcements.
- Product launches.
- Snippets from your conferences and events (can include photos of team members at industry gatherings).



Polls

Quizzes

Surveys

©Toastie Tallula Isights

Polls

Quizzes

Surveys

Interactive polls, quizzes, and surveys are a great way to boost audience engagement. They give your followers a voice – they can share their opinions, test their knowledge, or provide feedback. You can use them to spark conversation, gather insights, or simply entertain.

Examples:

- Which [option A or option B] do you prefer?
- Can you guess the answer to the riddle?
- Help us improve: Take our [product/service] survey.



Repurpose content

©Toastie Tallula Isights

Repurpose content

You don't always need to come up with new ideas and content. Use previously created material, such as blog posts, videos, or infographics, and reformat it to post on social media.

Examples:

- Link back to a previous blog, giving your audience a sneaky snippet of insights it provides.
- Use small chunks of previously recorded interviews as reels.
- Posted something two years ago that's just as relevant and fresh today? Repost it (it's not cheating, we promise!).