

# 50 SOCIAL MEDIA IDEAS

Social media is where your customers often start with their research about you and your company, therefore it is essential that you present well and often with a variety of content that will engage your audience.

The only time direct selling works well is in retail, in the trades however, your clients want to know how you can help them solve a problem. Your social media allows you to highlight how you can help, with informative posts.

But information doesn't need to be boring, it is important to engage your potential clients by injecting a bit of fun and personality.

In this guide you'll find 50 suggested post ideas to get your creativity flowing. Good luck and be sure to drop by and let us know how it's going for you.

1. Introduce yourself with a photo
2. Share a common problem for your clients and how you solved it (*for example, if you are a plumber and you're unblocking tree roots from a pipe, share some information and a video or pic about it*)
3. Write a blog post and share it
4. Get yourself on a podcast and share it
5. Share something you learned that day
6. Introduce a team member with a photo
7. Share a recent news article
8. Talk about when and why you started your business
9. Share a picture of a satisfied customer
10. Share a testimonial
11. Share a great customer experience you've had
12. Introduce a product or service you sell and explain what it is
13. Share a quote (*this can be particularly great when wanting to get noticed by other brands/companies, share theirs!*)
14. Share a joke
15. Introduce yourself on video
16. Share a video of the job you are doing
17. Take a photo of a landmark near to where you are working
18. Share a photo of the view
19. Tell a funny story about a team member (*or yourself if it's just you*)
20. Share a photo of your paperwork
21. Ask them if they are off to kids sport
22. Share your Friday afternoon beer/wine
23. Tell your customers about the business education you are doing to improve their customer experience
24. Ask which team they are supporting on the weekend
25. Introduce a team member with a video
26. Share a blog post you enjoyed
27. Share an inspirational picture of the finished product of what you do (*for example a bathroom if you worked on any part of it, just be sure to credit the builder/project manager*)
28. Share your morning coffee
29. Share your smoko, especially if it's yummy!
30. Ask them who is cooking dinner
31. Thank your suppliers
32. Ask them what they think of your profession typically

33. Give away some information that will help your client do a small job you get called out to do
34. Do a poll to ask for opinions on just about anything (steer clear of the prickly stuff)
35. Share your favourite technology
36. Share a local sporting achievement
37. Share a local event that you love to go to
38. Ask them what they would love to do to their home/car etc this year
39. Give a team member a positive wrap
40. Share your site dog/cat/fish/bird
41. Share a snippet of a client's home (we typically used their dog, or a small photo of an area we were working on, but get permission first!)
42. Share a service you offer, and how it works
43. Share your typical booking or sales process so they know what to expect.
44. Share a work goal you are working towards (we know that clients number one frustration with tradies is that they are never on time, so at James Smith electrical, we've made our goal that we are always on time, or call you 30 minutes before our scheduled meeting time)
45. Post a series of photos that showcases the process of completing a project.
46. Share a valuable tip or trick related to your industry or specific trade.
47. Share a Before and After Transformation
48. Share interesting facts or trivia related to your trade or industry.
49. Throwback Thursday
50. Wellness Wednesday

Remember that photos and video kill it on social media. Use tools like Canva or Picmonkey to create your own quotes. Pictures with long form copy (the words you use to describe the photo etc) work best. Most of all, have fun!!