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FREE E-BOOK

# Your 100+ Social Media Content Ideas

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# Your 100+ Social Media Content Ideas

*Hi there!*

*Here is a list of 120 social media content ideas for businesses, particularly focusing on visual communication. The list is divided alphabetically for easier reference.*

*Feel free to adapt these ideas to suit your specific business and industry. Mix and match different types of content to keep your social media presence diverse and engaging.*

*Hope it helps!*

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# A

- Advice to solve a specific problem.
- Anniversary celebration posts.
- Ask your audience for feedback or suggestions.
- Answers to frequently asked questions.

# B

- Before & After transformations.
- Birthday celebration post.
- Book recommendations.
- Behind-the-scenes photos or videos of your team members.

# C

- Customer testimonials in forms of text or short videos.
- Case study of your work.
- Collaboration with other businesses.
- Creative process behind your services.

# D

- Day-in-the-life photos or videos.
- Did-you-know facts related to your industry.
- Discount or promotion.
- Demonstrate a product or service in action.

# E

- Employee spotlights or team introductions.
- Event highlights and video reportage.
- Educational content through visual storytelling.
- Exclusive sneak peeks of upcoming projects.

# F

- Fun facts about your business or team.
- Flashback to memorable moments.
- Featured client stories with visuals.
- Follower of the month appreciation post.

# G

- Go live for a Q&A session.
- Giveaway and games.
- Guide about your product or service.
- Gift ideas for special occasions.

# H

- Highlight your business's history or milestones.
- How-to tutorials related to your industry.
- Holiday-themed visuals and greetings.
- Humorous or lighthearted content.

# I

- Infographics explaining industry trends.
- Instagram story polls or quizzes.
- Inspirational quotes.
- Internal data (e.g. about sales or number of downloads).

# J

- Join a relevant challenge and share your progress.
- Jokes related to your industry.
- Journey of a project from start to finish.
- Joy in simple moments at work (e.g. coffee).

# K

- Knowledge-sharing visual series.
- Key milestones in your business journey.
- Kickstart a conversation with a thought-provoking visual.
- Kudos to your team or a team member.

# L

- Live product or service demonstrations.
- Local community involvement and support.
- List of product features or elements included in your service package.
- Limited-time offers with captivating visuals.

# M

- Meet the team - short interviews.
- Memes related to your industry.
- Monthly recap dynamic video.
- Milestone celebrations for your followers.

# N

- New product or service announcements.
- National or international awareness day celebrations.
- Nostalgic post cherishing the past.
- News about projects or collaborations.

# O

- Office or workspace tour.
- Ongoing projects or collaborations.
- Original audio: a reel with your own audio that others can reuse and remix.
- Out-of-office photo.

# P

- Product showcase.
- Polls or surveys about customer preferences.
- Personal growth stories of team members.
- Promotions, discounts or special offers linked to a website.

# Q

- Question and answer session on Instagram stories or Live.
- Quotes from industry experts.
- Quick tips related to your industry.
- Quiz on industry knowledge.

# R

- Repost positive customer reviews.
- Reminders about upcoming events.
- Roundup of your most popular posts.
- Recommendations for products, services, or processes.

# S

- Storytelling about your beginnings.
- Showcase your workspace or processes.
- Step-by-step guides and tutorials on how to use your products.
- Sneak peek of upcoming projects.

# T

- Throwback Thursday to significant moments in your brand's history.
- Testimonials from satisfied clients.
- Tips and tricks related to your industry.
- Thank You notes for your clients.

# U

- User-generated content shared as text, stories, and reels.
- Unboxing videos or photos.
- Updates on industry trends.
- Unique ways your product or service is used.

# V

- Visual comparisons between your products or services.
- Video testimonials or success stories.
- Virtual event announcements or highlights.
- Virtual tours.

# W

- Weekly series on a specific topic.
- Work-in-progress visuals.
- Welcoming new followers with a shoutout.
- What not to do – the practical opposite to “best practice” posts.

# Y

- Year in review highlights.
- Yummy or interesting food-related visuals.
- Your favorite tools or resources visually.
- You Said, We Listened: Share how customer feedback has influenced changes

# Z

- Zoom in on specific product features.
- Zero Filter Day: share raw and unfiltered content, authentic look behind the scenes.
- Zero-Waste Sustainability Day.
- Zen moments after work.

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