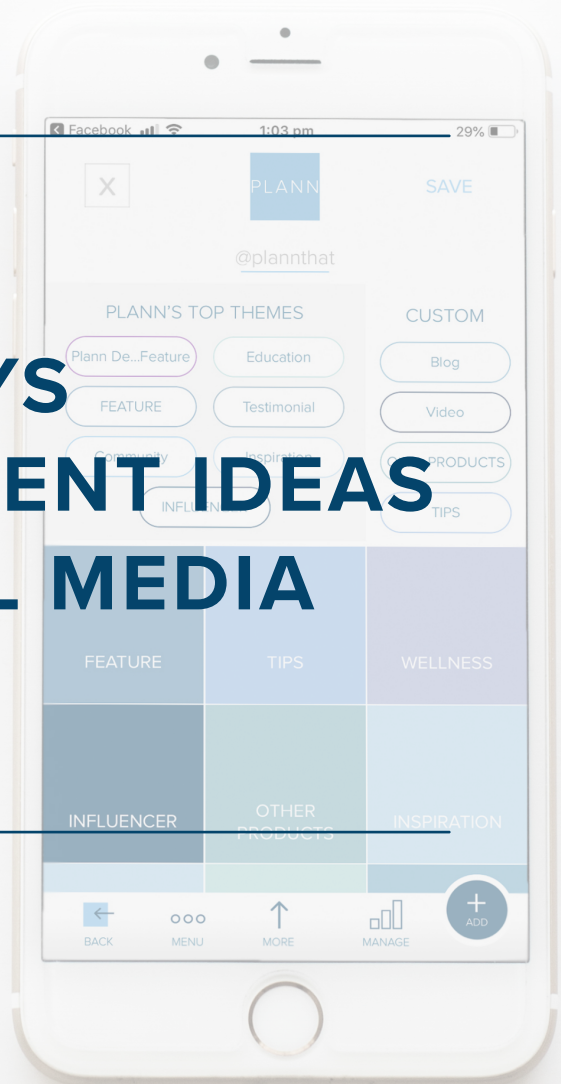


PLANN

7 WAYS TO FIND CONTENT IDEAS FOR SOCIAL MEDIA



LOST FOR WORDS?

Hands up if you're not quite sure what to say to your social media audience right now? Yep, if you're feeling more lost for words than a mime on a TED stage you're certainly not alone! In this time of uncertainty, it can be hard to know what's appropriate to post on your socials. And if you've found yourself unable to trade due to current circumstances and have nothing to sell, you may feel like there's no point talking to your audience anyway.

But even if you're not able to serve your audience in the same way you normally would, doesn't mean you have gone AWOL. In fact, now is actually the perfect time to be nurturing a strong, human-to-human connection with your followers. The more you show up for your audience now, the more they're going to keep coming back to your content.

That said, finding content to post that doesn't feel like you're just contributing to the noise can be kind of exhausting and overwhelming. The good news is, it doesn't have to be! We've put together **7 ways you can find content ideas**, so you can keep consistently putting out high-quality content to your audience. The best part is, this is a comparison-free zone, so they don't involve spying on what your competitors are doing (because, nobody needs that extra stress right now!)

A laptop screen shows a social media management interface. On the left, a calendar for February 2020 is visible with blue task markers. On the right, a social media post from @oliveandauburn is shown with 9 scheduled and 4 pending items. A semi-transparent white box is overlaid on the center of the screen, containing a list of seven tasks.

HERE'S WHAT WE'LL COVER

1. Ask — and listen!
2. Scour your inboxes
3. Use templates
4. Check out past content
5. Hold a webinar or workshop
6. Use social listening
7. See what's trending

7 WAYS TO FIND CONTENT IDEAS FOR SOCIAL MEDIA

1. Ask — and listen!

This might sound simple, but sometimes you just need to ASK your audience what they want to hear from you! They might have a question they've been dying to ask you, but have been too shy or busy to put it out there. There's a couple of different ways you can do this. The first is by polling them. You can do this on Instagram by going into the 'create' tab in stories, then selecting polls, or just in your Facebook group or page. You can come up with a list of topics and ask them which ones they'd like to hear more about — and give them the option to suggest your own.

Another option on Instagram stories is the 'ask a question' feature, so that you can put out an open-ended request for them to suggest their own content ideas. You could also run a live Instagram Q+A where you address some of the questions that come through in real-time.

If you're someone who is virtually working with clients at the moment, you could also ask if there's a certain type of content they'd like to see more of from you. They'll likely be flattered that you value their opinions.

2. Scour your inboxes

Another way you can gauge what your audience is interested in is to go back through old questions they've asked you. This could be in your Instagram DMs, your emails, your messenger inbox or your Facebook group. Even the simplest query about how one of your products or services work could spark an epic content idea! Consider making a spreadsheet or simple doc you can fill with questions that come in that you reference anytime you get stuck for ideas.

3. Use templates

You don't always have to start from scratch to create awesome, timely content. A few companies having been putting out COVID-appropriate templates that you can easily make your own. As you might have seen, Facebook launched a range of templates for small businesses for a range of purposes, such as letting customers know how they can contact you to place orders, encouraging them to buy gift cards and letting them know you're open to support.

For Instagram, Canva also has a range of beautiful iso-related templates that you can access from within Plann and schedule straight to your grid!

4. Check out past content

You know what we always say — if it ain't broke, don't fix it! If there's a type of content that always performs spectacularly for you, there's no reason you have to completely stop doing it. Sometimes, you just need to adapt and pivot! So, for example, if you're a beauty blogger and 'date night' makeup tutorials normally go gangbusters for you, you could do virtual date makeup tutorial instead and provide tips on what's going to look best on Zoom! Not sure what type of content works best for you? It's time to jump into Plann's analytics section, as this will tell you everything from your best-performing posts to your top hashtags and color-schemes.

5. Hold a webinar or workshop

Contrary to what your Facebook ads might suggest, webinars and workshops aren't only for when you want to sell something! Not only do they help build that all-important like, trust and factor, they can also give you super valuable insight into the type content your audience wants from you. Because, here's the thing about webinars — people usually ask loads of questions, all the way through! Make sure you record it, so you can go back and check out the questions, and make some social media content!

6. Use social listening

Another great way to get some new content fodder is through social listening. That is, paying attention to what other people are saying about your brand! No, we don't mean revisiting that weird comment a troll left on your Facebook page five years ago, because we're not about dwelling on that kind of negative energy! But pay attention to the kinds of questions people are asking about your brand — even if it's not directly — as it can give you inspiration for content ideas. One great tool to do this is Google Analytics, linked up to your website. This will allow you to look at incoming search terms and seeing what people are Googling about your brand and industry.

Another great tool is the 'Reply' tool in Plann! This allows you to easily monitor your mentions — ie. the posts you're tagged in — that might otherwise get lost in your notifications (as Instagram only lets you go back so far)

7. Check out what's trending

Creating original content isn't about just chiming in on the conversations everyone else is having. That said, it's always worth seeing what's trending, so you can see if you can put your own unique spin on it! (continued)



Pinterest is an awesome resource for this, as it's essentially a search engine. So, you can type in a search term within your industry, and it will show you recent blog posts and other content people have 'pinned' on that topic. Instagram hashtags can be excellent for this too — just use Plann's hashtag tools to spit out hashtag suggestions, which you can use as a starting point for content.

FEELING A LITTLE MORE INSPIRED?

Yes! Now that you're brimming with ideas for Instagram posts, let's create and schedule them!

With Plann you can plan days, weeks or months in advance and leave that social media overwhelm behind. Sign up for your 7 day free trial right now. ←