

PLANN

CONTENT PROMPTS FOR 50+ INDUSTRIES



BYE BYE BLANKING...

NO MORE WORRY ABOUT WHAT TO POST NEXT

No matter what industry you're in or how many photos you have in your camera roll, there's always a time when you're deep into planning your social media schedule and suddenly draw a blank.

To help get you out of any funk wondering what to post, we've specifically tailored content prompts for over 50 different industries.

Our new content prompts have been strategically designed to cover all types of post themes, from behind the scenes, building your community, and asking for the sale.

You can access the content prompts when you next login to Plann, but we've popped them together here so you have them at your fingertips!

We'll help you tell a well-rounded brand story with 9 prompts for each industry (which is enough to make a strong impact on your grid). Once you see them live and in action, the prompts will help you plan out similar content for your future posts.

CONTENT PROMPTS

GARNISHED PRODUCT	SMILING GROUP	INGREDIENTS
POURING INTO GLASS	HOW IT'S MADE	ASK COMMUNITY QUESTION
FANCY GLASSWARE	OUTDOOR PICNIC	SPECIAL RECIPE

Alcohol/Beverage

WHAT INSPIRES YOU	IN YOUR WORKSPACE	SHARE A WORK IN PROGRESS
MEDIUM YOU LOVE USING	PERSONAL STORY	FINISHED WORK IN SITU
CLIENT STORY	SHARE A PERSONAL SUCCESS	YOU WITH WORK IN PROGRESS

Artist/Illustrator

SHARE VEGGIE GARDEN TIPS	FAMILY WORKOUT ROUTINE	SHARE A CRAFT PROJECT
BATH, BOOK & BED ROUTINE	COMMUNITY SERVICE ACT	BIRTHDAY PARTY IDEAS
HOLIDAY SNAP!	LIFE IS CHAOTIC QUOTE	PRODUCT OFFER DISCOUNT

Family

OUTFIT OF THE DAY	PHOTO-SHOOT SET UP	SHARE FAVE ACCOUNTS
GIVEAWAY TIME!	EATING OUT FOOD PORN	GETTING READY ROUTINE
FEATURE BRAND COLLAB	IGTV MAKEUP TUTORIAL	TRAVEL PIC THROWBACK

Fashion

NEW RECIPES	COOKING EVENT	WEEKEND TRIP
FLAVOR TIP	SEASONAL PRODUCE FEATURE	COOKING TIMELAPSE
FAVORITE DISHES	HOME SET-UP	PLATING UP

Food

INSPIRING QUOTE	NEW BLOG SCREEN RECORD	PIC OF YOU WRITING
FAVE ACCOUNTS SHOUTOUT	MORNING/EVENING ROUTINE	CREATIVITY/WRITING TIPS
BRAND COLLAB	BLOG FLATLAY	PIC OF HOME INTERIOR

General

CONTENT PROMPTS

PIC OF NEW ARRIVALS	STAFF MEMBER SPOTLIGHT	QUOTE ABOUT BUSINESS
CUSTOMER REPOST	BTS STORE SHOOT	CUSTOMER REVIEW
TEAM BUILDING ACTIVITY	BIZ BACK STORY	PRODUCT FUN FACT

Bricks & Mortar store

COFFEE ORIGIN	MAKING COFFEE	FOOD ITEMS OR COFFEE BAGS
SHARE SOME REVIEWS	LOYAL CUSTOMER FEATURE	COFFEE ART
STAFF WORKING TOGETHER	SHARE SUPPLIER LOVE	MENU SPECIALS

Cafe

BIBLE PASSAGE	SERVICE TIMES	PEOPLE SERVING
BAND PRACTICE	GUEST SPEAKER	WORSHIPERS
COMMUNITY PROJECTS	PERSONAL TESTIMONIAL	CHURCH EVENTS

Church

STAFF PLANNING TOGETHER	WHAT'S COMING UP	TIMETABLE
PHOTOS OF YOUR PATRONS	COLLABORATION SHOUTOUT	SELFIE
GROUP FEATURE	SHOW OFF YOUR LOCATION	HIGHLIGHT A HOLIDAY

Community Group

BTS PIC OF CONTENT SHOOT	CLIENT SHOUTOUT	DIGITAL TOOL YOU LOVE
PREVIOUS WORK DESTINATION	CREATIVITY QUOTE	CAMERA GEAR FLATLAY
TIPS FOR CREATING CONTENT	PIC AT DESK WORKING	CLIENT TESTIMONIAL

Content Creator

BEAUTIFUL HOME PIC	PRODUCT LIFESTYLE SHOT	BTS OF PACKING PRODUCT
CUSTOMER REPOST	BTS PRODUCT DESIGN	HOME STYLING TIPS
NEW DECOR RANGE MOODBOARD	INSPIRING HOME QUOTE	PRODUCT FUN FACT

Decor

CONTENT PROMPTS

STYLE IN-SPO SHOT	CLOTHES FLATLAY	CUSTOMER REPOST
STYLE QUOTE	STYLING TIPS	BTS PRODUCT DESIGN
CLOSE UP TEXTILES PIC	BACKSTORY OF BRAND	PRODUCT FUN FACT

Fashion

LIFESTYLE PRODUCT SHOT	BTS PACKING PRODUCT	HAPPY CUSTOMER REVIEW
BRAND BACKSTORY	PRODUCT FUN FACTS	PRODUCT USE GIF
INSPIRING BIZ QUOTE	SHOUTOUT TO STAFF	BTS OF PACKING ORDERS

General

JEWELRY FLATLAY	PRODUCT MATERIALS FACTS	CUSTOMER REPOST
PRODUCT DESIGN BTS	MOOD-BOARD FOR NEW RANGE	BRAND BACKSTORY
PRODUCT PHOTOSHOOT	ACCESSORIZE TIPS	INSPIRING STYLING QUOTE

Jewelry

LIFESTYLE PRODUCT SHOT	RE-POST CUSTOMER PIC	ANSWER PRODUCT FAQ
PRODUCT DESIGN BTS	PRODUCT FUN FACTS	CUSTOMER REVIEW
BTS PACKING PRODUCT	PRODUCT FLATLAY	SHOUT TO YOUR SUPPLIERS

One Product

PIC OF A BEACH	PRODUCT FLATLAY	CUSTOMER REPOST
PRODUCT MATERIAL FACTS	BEACH QUOTE	BODY CONFIDENCE POST
BTS PACKING PRODUCT	BRAND BACKSTORY	SHOUTOUT TO AMBASSADOR

Swimwear

PIC BACKSTAGE AT GIG	ARTIST SPOTLIGHT	PLACE YOU'VE TRAVELLED TO
SONG SHEETNOTES	FAN PIC	PIC OF YOU PERFORMING
GIG RE-POST	FUNNY PERFORMANCE PIC	INSPIRING MUSIC QUOTE

Entertainer

CONTENT PROMPTS

OUT-DOORS SHOT OF HOME	INSPO PIC OF HOME	RENOVATING HOME PICK
NEW BLOG ANNOUNCEMENT	HOME STYLING TIPS	PIC OF YOU AT HOME
HOME AESTHETIC MOODBOARD	SHOW-CASE FAVE BRAND	INSPO STYLING QUOTE

Home

OOTD PIC	FAVE HOLIDAY THROWBACK	MONDAY MOTIVATION QUOTE
PIC OF YOU AT DESK	COMMUNITY SHOUTOUT	GETTING READY ROUTINE
NEW BLOG POST	PRODUCT RECOMMENDATION	GIVEAWAY

Lifestyle

TRAVEL SUITCASE SNAP	FAVE DESTINATION SHOT	QUOTE ABOUT TRAVEL
TRAVEL BLOGGER REALITIES	PERSONAL DESTINATION PIC	TRAVEL WORKSPACE
FEATURE TRAVEL BUDDY	FUNNY TRAVEL PIC	TRAVEL PIC THROWBACK

Travel

MOOD BOARD FOR WIP	TESTIMONIAL FROM CLIENT	CLIENT DESIGN PIC
INSPO PIC	PIC OF WHERE YOU LIVE	BUSINESS INSPO QUOTE
PIC OF WORKING/DESIGNING	DESIGN TIPS	INITIAL CLIENT SKETCHES

Graphic Designer

WORK-OUTS FOR THE WEEK	MEMBERSHIP DEALS	BEFORE AND AFTER SHOT
MUSCLE DEFINITION	GOAL ENCOURAGEMENT	GYM MEMBERS WORKING OUT
WORKOUT SELFIE	PROMOTIONAL ITEMS	PIC OF STAFF/TRAINERS

Gym

HAIRCARE PRODUCTS	BEFORE AND AFTER	PHOTO OF YOU WORKING
HAIR STYLING TIPS	NIGHT OUT CLIENT RE-POST	REVIEW FROM HAPPY CLIENT
FAVE BIZ SHOUTOUT	HOME HAIRCARE TIPS	BEAUTIFUL HAIR PIC

Hair Stylist

CONTENT PROMPTS

SELFIE	PIC OF SKINCARE ROUTINE	PERSONAL TRAVEL PIC
LIVE GO-SEE/CASTING CALL	PIC OF A FINISHED SHOOT	FEATURE MODEL PEERS
PIC OF WHERE YOU LIVE	REAL MODELS ON SET	PIC OF YOUR OOTD

Model

TIPS ON EXPERT TOPIC	BTS PIC OF WORKSPACE	PIC FROM SPEAKING EVENT
INSPIRING BUSINESS QUOTE	LOCAL BUSINESS FEATURE	SHARE RECENT BIZ LESSON
SELFIE OF YOU	FUN FACTS ABOUT YOU	SHOUTOUT TO YOUR TEAM

Personal Brand

HANGING OUT WITH PET	PET PHOTO FAIL	PET CARE TIP
FAVORITE PET PRODUCTS	PET FRIENDLY PLACES	CUTE PET PIC
CHOOSING RIGHT PET TIPS	CUTE PET OUTFITS	FAVE MEMORY OF YOUR PET

Pet Influencer

HEALTHY RECIPE	HEALTH QUOTE	HEALTHY LIFESTYLE TIP
PIC OF HEALTHY PERSON	DEBUNK HEALTH MYTH	HEALTHY MEAL INSPO
BALANCED LIFESTYLE TIPS	CLIENT TESTIMONIAL	HEALTH BACKSTORY

Health

SKETCHED PLANS	SHOWCASE DIFFERENT DESIGNS	ROOMS YOU HAVE STYLED
CUSTOMER FEEDBACK	FEATURE SUPPLIERS	FABRIC SWATCHES
STYLING CLOSE-UP	TEXTURES	PROJECT MOOD BOARDS

Interior Designer

ACTION SHOTS AT WORK	SHOWCASE DIFFERENT MAKEUP	GO-TO PRODUCTS
BEFORE AND AFTER SHOT	REGULAR CLIENTS	COLOUR PALLETS
MAKE UP SELFIE	CLOSE-UP OF YOUR WORK	FLAT LAY OF PRODUCTS USED

Makeup Artist

CONTENT PROMPTS

BTS PIC AT SHOOT	MATERIAL TEXTURE CLOSE-UP	FINISHED CLIENT SHOOT
PIC OF MACHINERY	BTS PIC OF YOU SHOOTING	SAFETY ON SHOOT TIPS
CLIENT REVIEW	STORY BEHIND A PHOTO	MAGAZINE FEATURE

Industrial

PERSONAL TRAVEL SHOT	PRINT OF AN IMAGE IN SITU	VACAY IDEAS
HIDDEN LOCATIONS	TRAVEL ACTIVITY	REMOTE LOCATION
"FEATURED IN"	STEP-BY-STEP PHOTO TO SET UP	CAROUSEL STORY

Travel

WEDDING LOCATION	CLOSE-UP OF WEDDING BANDS	REMOTE WEDDING / SCENIC
WEDDING DRESS SHOOT	"FEATURED IN"	FAMILY WITH BRIDE+GROOM
BACKSTORY/PERSONAL	COUPLE PHOTO	NATURE COUPLE SHOT

Wedding

SHOW-CASE CLIENT SHOOT	BTS FROM A SHOOT	FLATLAY OF CAMERA GEAR
SHOW-CASE PHOTO PRINT	REVIEW FROM HAPPY CLIENT	SHOOT TIMELAPSE
FLATLAY PRODUCT SHOT	FAVE BRANDS SHOUTOUT	PRODUCT SHOOT TIPS

Brand

BTS PIC OF EVENT	PIC OF FOOD FROM AN EVENT	HAPPY PEOPLE AT EVENT
PIC OF EVENT VENUE	TIPS FOR SHOOTING EVENTS	CLIENT TESTIMONIAL
BTS EVENT SHOOT	PEER YOU ADMIRE	DESTINATION EVENT PIC

Events

TIPS FOR STYLING FOOD	PIC OF SHOOT LOCATION	AERIAL VIEW PIC OF FOOD
QUOTE ABOUT FOOD/EATING	BTS PIC OF YOU SHOOTING	CLIENT TESTIMONIAL
FEATURE PAST CLIENT	STEP-BY-STEP PHOTO TO SET UP	PIC OF SOMEONE EATING

Food

CONTENT PROMPTS

CLIENT BEFORE AND AFTER	DEBUNK SURGERY MYTH	CLIENT REVIEW
PIC OF YOUR STAFF/NURSES	TREATMENT EXPLANATION	CLIENT POST TREATMENT
SELF-CARE QUOTE	VIDEO OF A TREATMENT	BEAUTIFUL FEATURE INSPO

Plastic Surgeon

COVER/ARTICLE REVEAL	SHOUT OUT READER	MEET THE TEAM
READER MAGAZINE COVER	GIVEAWAY	TESTIMONIAL FROM READER
MAGAZINE FLICK GIF	INSPIRING QUOTE	PUBLISHING BTS

Publication

PIC OF A HOUSE FOR SALE	CLIENT TESTIMONIAL	TIPS FOR BUYING/SELLING
RECENT HOME-BUYER PIC	HOME IN-SPO PIC	LOCAL REAL ESTATE STATS
FRIENDLY PIC OF TEAM	INSPIRING HOME QUOTE	FOUNDER BACK STORY

Realtor

NEW MENU ITEM	WEEKLY SPECIAL FLATLAY	TIPS ABOUT INGREDIENTS
PREP PROCESS VIDEO	MEAL BREAKDOWN	FEATURE OTHER SERVICES
SIGNATURE DISH GIF	PHOTO FROM YOUR COMMUNITY	FOOD STYLING PROPS

Restaurant

CLIENT SHOUT OUT	INDUSTRY TIP	INSPIRING BUSINESS QUOTE
BTS PIC OF WORKING	LOCAL BUSINESS FEATURE	CLIENT TESTIMONIAL
NEW PROJECT TEASER	FUN FACTS ABOUT YOU	TEAM SHOUTOUT

Service Based Businesses

PIC OF STUDENTS	SCHOOL LOCATION PIC	HIGHLIGHT STAFF MEMBER
TESTIMONIAL FROM A PARENT	POST HIGHLIGHTING ALUMNI	UNIQUE FACTS ABOUT SCHOOL
SCHOOL ACTIVITIES	INSPIRING EDUCATION QUOTE	SCHOOL PERFORMANCE STATS

School

CONTENT PROMPTS

PIC OF A CLIENT'S FEED	FAVE ACCOUNTS TO FOLLOW	CLIENT TESTIMONIAL
CLIENT SHOOT BTS	CLIENT MOOD BOARD	SOCIAL MEDIA TIPS
INSPIRING BUSINESS QUOTE	WORK-SPACE/DESK PIC	NEW SOCIAL MEDIA FEATURE

Social Media Manager

PIC OF YOUR PRODUCT	PRODUCT USE TIPS	CUSTOMER REPOST
HAPPY TEAM PIC	CUSTOMER REVIEW	PIC OF YOUR OFFICE/HQ
FOUNDER STORY	PRODUCT FUN FACT	COMMUNITY MEMBER SHOUTOUT

Startup

AERIAL PIC OF BOX	CUSTOMER REVIEW	CUSTOMER REPOST
SHOUT OUT TO A SUPPLIER	BTS BOX CREATION	FUN FACT ABOUT SERVICE
PIC OF A COLLABORATION	BUSINESS BACKSTORY	INSPIRING INDUSTRY QUOTE

Subscription service

PAST EVENT THROWBACK	ARTS QUOTE	ARTIST BEFORE SET
STAGE SET-UP	TEASER FOR UPCOMING EVENT	EVENT ATTENDEE REPOST
FUNNY FESTIVAL SNAP	VIDEO OF MOMENT ON SET	EVENT GAMES TAKING PLACE

Event/Festival

HEALTHY MEAL OPTIONS	WRITING OUT YOUR GOALS	WORKOUT SELFIE
BEFORE AND AFTER	PRODUCT RECOMENDATIONS	WORKOUT ACTION SHOT
MEAL PREP	FITNESS TIPS	THROW-BACK TO PAST EVENTS

Fitness

NATURAL FLOWER SHOT	FLATLAY OF FAVE FLOWERS	ODD PLACE TO FIND PLANTS
PRETTY BOUQUET FROM EVENT	PLANT CARE TIPS	PLANT-LOVER QUOTE
ARRANGEMENT PROCESS	IN-SEASON ARRANGEMENTS	WORKING WITH PLANTS TIPS

Florist

CONTENT PROMPTS

SOMEONE WEARING PRODUCT	PACKING ORDERS	PLACES TO SWIM
CUSTOMER REPOST	PRODUCT FLAT LAY	HOW IS YOUR BRAND MADE
SHOW A COLLABORATION	BEACH VIBES	INSPIRING BEACH QUOTE

Swimwear

PIC OF PRODUCT ON MOBILE	TIMELAPSE OF CREATION	PIC OF YOUR TEAM
CUSTOMER REVIEW	PIC OF PRODUCT ON DESKTOP	BENEFIT OF YOUR PRODUCT
PIC OF YOUR OFFICE	CUSTOMER PRODUCT RE-POST	INDUSTRY STATS

Technology

WORK IN PROGRESS	TOOLS OF THE TRADE	FINISHED WORK/PROJECTS
FROM PLANS TO PRODUCT	SHOW-CASE SITE LOCATION	IMAGES OF ARCHITECTURE
CLIENT WITH FINISHED WORK	LATEST PROJECT CLOSE-UP	SHOW-CASE TECHNIQUE

Tradesmen

PIC FROM EVENT AT VENUE	INTRODUCE VENDOR	THROWBACK PIC OF VENUE
FUN FACTS ABOUT SPACE	INTERIOR PIC OF VENUE	EXTERIOR PIC OF VENUE
CLIENT REPOST	HISTORY OF THE VENUE	PIC OF STAFF MEMBERS

Venue

BTS PIC OF STORYBOARD	FINISHED PRODUCT MOCK-UP	BTS PIC OF YOUR EDITING
TIPS FOR SHOOTING	HAPPY CLIENT REVIEW	GIF SHOOT TEASER
BTS PIC OF YOU SHOOTING	FUNNY MOMENT FROM SET	QUOTE ABOUT CREATIVITY

Videographer

ORGANIZATIONAL TIP	DESK/WORKSPACE	BENEFITS OF OUTSOURCING
SHOUTOUT ABOUT CLIENT	INSPIRING QUOTE	TECH TIPS
SELF-CARE ROUTINE	CLIENT TESTIMONIAL	MORNING/EVENING ROUTINE

Virtual Assistant

PRODUCT MOBILE SCREENS	SELF CARE PRACTICES	SKETCHES OF PRODUCT
DESK/WORKSPACE	FUNNY DESIGN QUOTE	PERSONAL BRAND PHOTO
UX DESIGN DOS & DON'TS	COLLAB PROJECT PIC	FEEDBACK FROM A CLIENT

Website Design

SHOW-CASE MOOD BOARDS	SET UP/PACK DOWN SHOTS	WEDDING INDUSTRY STATS
HAPPY COUPLE CLIENT SHOTS	VENUES YOU WORK WITH	DECORATIONS OR CAKES
COUPLES IN LOVE	TABLE SETTINGS	TYPES OF WEDDINGS

Wedding Planner

COLOR CODED STRATEGY



We've even color coded the content prompts against our known top-performing themes so you can see the strategic thinking behind each content prompt! Wondering what each of the colors mean?

+  Behind The Scenes

+  Education

+  Product

+  Testimonial

+  Inspiration

+  Lifestyle

READY?

PLANN YOUR CONTENT

Feeling confident that you've always got something to post is something we're proud to help you with, we know how big of a challenge coming up ideas can be.

With these prompts, you'll always find a new idea, or spark your own imagination to keep your brand online. Plann's strategy prompts are completely free, available right now on Plann Desktop, sign up to get started now.

