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| January |  |
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| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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| Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog. | Mention what you are working on. This creates anticipation for interested readers. |  |  |  | Share a tip or explain something “how to get the most out of ….). | Share a little-known fact about you or your business. Encourage readers to share their own related info. |
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| Celebrate a company milestone. Did you recently meet a goal? Business anniversary, etc. | Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest) | Ask a question. (What was your experience…?) | Repost an evergreen piece from your archives (link to a blog post, something you’ve tweeted or shared before, etc.) | Create a “Top 5” post.  Issues related to niche…  Ways to….  Tips for…  Things to do…. | Fun Friday: share something funny (a meme, comic strip, etc.)  Do this regularly and create a hashtag for it. | Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?) |
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| Ask a thought-provoking question. Create an image of it to post on Pinterest/Instagram. | Post something personal that connects with your followers | Give away or recommend a free resource. | Round Up: Create a list of some great informative articles (yours or by others) and share the list with your followers. | Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog. | Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you’ll be attending) | Spotlight a customer, affiliate, team member, or JV partner. |
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| Ask followers to share their favorite…. (Tip, quote, piece of advice, etc.) | Give a “sneak peek” of an upcoming product/service. | Post a poll related to your industry or company to show followers you value their opinions. | Share an encouraging or empowering quote. …and tell what it means to you. | Share some breaking news about your industry or something that impacts it. | Link to something you’ve posted on your blog. | Create a list of groups that may be beneficial to your followers. (Facebook, LinkedIn, Google+, etc.) |
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| Share an opinion piece from a thought leader in your niche. | Have your followers fill in the blanks; “If I had \_\_\_ I would \_\_\_\_.” | Review a tool or service related to your niche. Or create a comparison post. | Thank your customers & followers. Or someone who shared a recent testimonial. | Create a ‘myth busting’ post about something that your niche faces. | Fun Friday - List 5 niche related problems a healthy dose of humor or fun can solve. Explain how. Ask for more solutions. | Share a list of your other social accounts so people can follow you in multiple places (YouTube, Twitter, FB, Google+, LinkedIn, Quora, etc.) |
|  | **More Ideas:** | | | | | |
| Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.) |

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| February |  |
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|  | Describe an organizational issue you and your audience have. Refer them to a solution you want to try. Ask for their thoughts/opinions. | Create a timeline or case study for your niche. Use infographics, charts, etc. to give visual representation of the data. | Join a new topic related Facebook group. Participate regularly to get to know fellow members. | Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page. | Ask followers to recommend and share your site or products. | Post an image or video of you and your product. Ask buyers to share their images as they use your items. |
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| On LinkedIn, publish an original piece of content. | Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns. | Mention what you are working on. This creates anticipation for interested readers. | Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it. | Create a how-to guide and give it away on Twitter. | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" |
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| Ask a weird, random question like, "what came first - the chicken or the egg?" | Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree. | Create and share a "Top 5 Must-have Tools List" for a niche related problem. | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Start a debate on a controversial topic. Ask readers to present their rational/reasons. | Ask followers how they wind down after a long or trying day. | Reference a hot conversation on a different platform (i.e. Twitter.) Start the conversation with your Facebook followers. |
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| Ask for feedback about a service you are considering offering. | Share why you started your business. | Share a link to a tool or app that helps readers solve a problem. | Write a prediction post. Explain your reasoning. Ask if followers agree or disagree and why. | Ask "What is your favorite method of communication?" Add options to a simple poll or encourage longer replies. | Fun Friday - Share a funny image and thought provoking, relative quote. | Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you). |
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| Value followers. Ask questions like "What should I name my new \_\_\_ (product, service, puppy, boat, etc.)" | Post a seasonal, holiday, or special event selfie. | Ask, "When thinking about \_\_\_, what do you do consistently and what do you wish could do better?" | Highlight the benefits/ways your products/business are better/different from your competition. |  |  |  |
| **More Ideas:** | | | | | | |

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|  |  |  |  | Promote your latest product, service, or freebie with, "The first 50 people to retweet/share this get \_\_\_\_\_." | Like a page or website that covers topics beyond your expertise/scope ( i.e. parenting teens vs. parenting the new baby) | Offer a challenge: 7 days to \_\_\_\_ (then post an update every day) |
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| Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to \_\_\_ is \_\_\_. | Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans. | Post a excerpt from a blog post (and link to the full post) | Share Pinterest images on FB | Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live. | Link to a tutorial. This could include your FAQ or something on another website. | Spotlight a vendor you use. Share why you use them over all the others. |
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| Ask "If I could add one feature to my product/service what would you want it to be?" | Recommend a helpful (free) tool you found. Tell the related story. | Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB. | Respond to a tag or mention. | Take a trip down memory lane & share old logos or images of your first product. | Share a comic strip relative to a niche topic, problem, solution, or action. | Promote an industry-related event |
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| Create a 'truth or fiction' post and ask your followers to guess which it is. | Ask followers to fill in the blank - The story of my life could be told through \_\_\_ (what movie, song, etc.) | Share helpful infographics (yours or someone else's) | Create a post series (week of ideas for\_\_\_,) | Ask followers to complete - If I could be the CEO of any company, it would be \_\_\_\_ because… | Create a photo contest and ask followers to vote on their favorites. | Spotlight a customer. Share a good question, idea, or feedback from the person. |
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| Create an exciting post that resonates with your followers’ emotions and memories. | Ask followers to finish the sentence. Ex. What would you do if...? | Has a colleague, JV partner, news media or authority site mentioned you? Share it. | Post a video of Your fun side (it doesn't all have to be business) | Remind readers about a limited-time offer you sent out via email. | Fun Friday - Share a funny personal story relative to readers & niche. |  |
| **More Ideas:** | | | | | | |

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|  |  |  |  |  |  | Create and share a slideshow based on a hot topic in the news or your latest product/service. |
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| Have your followers fill in the blanks; “If someone made \_\_\_ I would \_\_\_\_.” | Comment on a business in the news, which also shares your business ethics or your readers' concerns. | Mention what you are working on. This creates anticipation for interested readers. | Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it. | Create a how-to guide and give it away on Twitter. | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" |
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| Ask a weird, random question like, "what came first - the chicken or the egg?" | Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree. | Create and share a "7 Best Practices List" on a niche related topic. | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page. | Ask followers to recommend and share your site or products. | Post an image or video of you and your product. Ask buyers to share their images as they use your items. |
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| Post a excerpt from a blog post (and link to the full post) | Reference a hot topic-related news article. Share your opinion. Point out what readers can learn from the piece. | Share a story that inspired you to start your business. | Share a link to a tool or app that helps readers solve a problem. | Write a prediction post. Explain your reasoning. Ask if followers agree or disagree and why. | Ask "What is your favorite method of \_\_\_\_?" | Create a list of books that may be beneficial to your followers. |
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| Share an opinion piece from a thought leader in your niche. | Offer a challenge: Write 5 new \_\_\_\_. Post each day for accountability. | Share an inspiring YouTube video. Mention how it relates to a principle or topic and remind follows they can read more on your website. Include that link. | Ask "What 3 topics do you want to know more about?" | Put a spin on Throwback Thursday. Ask, "What is not working for you and you wish you could just throw back?" | Fun Friday - Create/play a "search my site" game with followers. Ask them to find something & share the link in their social media timeline. | Spotlight one of your "go-to" people. This may be a JV partner, peer, or mentor. |
|  |  | **More Ideas:** | | | | |
| Share a list of your other social accounts so people can follow you in multiple places (YouTube, Twitter, FB, Google+, LinkedIn, Quora, etc.) | Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.) |

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|  |  | Give a “sneak peek” of an upcoming product/service. Create a limited-time "invite only" group to help you fine-tune & finalize the item. | Create a how-to guide and give it away on Facebook. | Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog. | Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you’ll be attending) | Spotlight a customer, affiliate, team member, or JV partner. |
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| Join a new topic related Facebook group. | Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest) | Ask a holiday or seasonal question. "What is/was the best/worst part of (insert holiday or season)?" Relate it to a niche specific topic/problem. | Repost an evergreen piece from your archives (link to a blog post, something you’ve tweeted or shared before, etc.) | Create a “Top 5” post.  5 Creative ways to… | Fun Friday: share something funny (a meme, comic strip, etc.)  Do this regularly and create a hashtag for it. | Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?) |
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| Ask followers to share their favorite…. (Tip, quote, piece of advice, etc.) | Give a “sneak peek” of an upcoming product/service. | Post a poll related to your industry or company to show followers you value their opinions. | Share an encouraging or empowering quote. …and tell what it means to you. | Share some breaking news about your industry or something that impacts it. | Link to something you’ve posted on your blog. | Create a list of groups that may be beneficial to your followers. (Facebook, LinkedIn, Google+, etc.) |
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| Share an opinion piece from a thought leader in your niche. | Have your followers fill in the blanks; “If I had \_\_\_ I would \_\_\_\_.” | Review a tool or service related to your niche. Or create a comparison post. | Thank your customers & followers. Or someone who shared a recent testimonial. | Create a ‘myth busting’ post about something that your niche faces. | Fun Friday - Share a funny fall image. Ask readers to share their own. | Spotlight one of your affiliates. Explain what makes the person standout. |
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| Celebrate a company milestone. Did you recently meet a goal? Business anniversary, etc. | Link to /share news about a new post on your blog | Ask, "What strategy has worked best for you when it comes to \_\_\_." | Feature a niche keyword on an image with a definition or quote. Link to a post or site category where readers can learn more. |  |  |  |
| **More Ideas:** | | | | | | |

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| June |  |
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|  |  |  |  | Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page. | Ask followers to recommend and share your site or products. | Post an image or video of you and your product. Ask buyers to share their images as they use your items. |
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| On LinkedIn, publish an original piece of content. | Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns. | Mention what you are working on. This creates anticipation for interested readers. | Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it. | Create a how-to guide and give it away on Twitter. | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" |
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| Ask a weird, random question like, "what came first - the chicken or the egg?" | Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree. | Create and share a "Top 5 Must-have Tools List" for a niche related problem. | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Start a debate on a controversial topic. Ask readers to present their rational/reasons. | Ask followers how they wind down after a long or trying day. | Reference a hot conversation on a different platform (i.e. Twitter.) Start the conversation with your Facebook followers. |
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| Ask for feedback about a service you are considering offering. | Share why you started your business. | Share a link to a tool or app that helps readers solve a problem. | Write a prediction post. Explain your reasoning. Ask what followers think and why. | Ask "What is your favorite method of communication?" Add options to a simple poll or encourage longer replies. | Fun Friday - Share a funny image and thought provoking, relative quote. | Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you). |
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| Describe an organizational issue you and your audience have. Refer them to a solution you want to try. Ask for their thoughts/opinions. | Create a timeline or case study for your niche. Use infographics, charts, etc. to give visual representation of the data. | Value followers. Ask questions like "What should I name my new \_\_\_ (product, service, puppy, boat, etc.)" | Post a seasonal, holiday, or special event selfie. | Ask, "When thinking about \_\_\_, what do you do consistently and what do you wish could do better?" | Fun Friday - Share 5 ways readers can have fun today. | Spotlight a customer, affiliate, team member, or JV partner. |
| **More Ideas:** | | | | | | |

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| July |  |
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| Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to \_\_\_ is \_\_\_. | Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans. | Post a excerpt from a blog post (and link to the full post) | Share Pinterest images on FB | Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live. | Link to a tutorial. This could include your FAQ or something on another website. | Spotlight a vendor you use. Share why you use them over all the others. |
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| Have your followers fill in the blanks; “If someone invented \_\_\_ I would \_\_\_\_.” | Ask followers to fill in the blank - The story of my life could be told through \_\_\_ (what movie, song, etc.) | Share helpful infographics (yours or someone else's) | Create a post series (week of ideas for\_\_\_,) | Ask followers to complete - If I could be the CEO of any company, it would be \_\_\_\_ because… | Create a photo contest and ask followers to vote on their favorites. | Spotlight a customer. Share a good question, idea, or feedback from the person. |
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| Ask "If I could add one feature to my product/service what would you want it to be?" | Recommend a helpful (free) tool you found. Tell the related story. | Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB. | Respond to a tag or mention. | Take a trip down memory lane & share old logos or images of your first product. | Share a comic strip relative to a niche topic, problem, solution, or action. | Promote an industry-related event |
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| Create an exciting post that resonates with your followers’ emotions and memories. | Ask followers to finish the sentence. Ex. How would you handle...? | Has a colleague, JV partner, news media or authority site mentioned you? Share it. | Post a video of Your fun side (it doesn't all have to be business) | Remind readers about a limited-time offer you sent out via email. | Fun Friday - Share a funny mistake you made. Ask your followers to try and top it. | Spotlight a friend or family member and tell how the person helps or encourages you behind the scenes. |
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| Promote your latest product, service, or freebie with, "The first 50 people to retweet/share this get \_\_\_\_\_." | Like a page or website that covers topics beyond your expertise/scope ( i.e. parenting teens vs. parenting the new baby) | Offer a challenge: 7 days to \_\_\_\_ (then post an update every day) |  |  |  |  |
| **More Ideas:** | | | | | | |

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| August |  |
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|  |  |  | Have your followers fill in the blanks; “If someone made \_\_\_ I would \_\_\_\_.” | Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns. | Mention what you are working on. This creates anticipation for interested readers. | Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it. |
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| Create a how-to guide and give it away on Twitter. | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Ask a weird, random question like, "Do you prefer crunchy or smooth?" | Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree. | Create and share a "5 Mistakes List" on a niche related topic. |
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| Have followers finish the sentence - “The thing I love the most about (your site or group name) is…” | Share an opinion piece from a thought leader in your niche. | Offer a challenge: Write 5 favorite \_\_\_\_. Post each day for accountability. | Share an inspiring YouTube video. Mention how it relates to a niche principle or topic and remind follows they can read more on your website. Include your link. | Put a spin on Throwback Thursday. Ask, "What is not working for you and you wish you could just throw back?" | Fun Friday - Create/play a "search my site" game with followers. Ask them to find something & share the link in their social media timeline. | Ask, "What is your best reply when you are asked \_\_\_\_?" |
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| Ask followers - "If you were a flower/plant, what kind would you be and why?" | Create and share a slideshow based on a hot topic in the news or your latest product/service. | Share a list of your other social accounts so people can follow you in multiple places (YouTube, Twitter, FB, Google+, LinkedIn, Quora, etc.) | Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.) | Post a excerpt from a blog post (and link to the full post) | Fun Friday - Share 5 fun (little-known) facts about a niche topic. | Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you). |
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| Share the names & links to 5 online magazines (or tip mailing lists) that you just love. | Post a list of your "secret" tips (with links). These might be new or under-performing mailing lists. | Ask readers to fill in the blank - "I always feel appreciated when someone \_\_\_\_." |  |  |  |  |
| **More Ideas:** | | | | | | |

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|  |  |  | Create a how-to guide and give it away on Facebook. | Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog. | Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you’ll be attending) | Spotlight a customer, affiliate, team member, or JV partner. |
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| Join a new topic related Facebook group. | Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest) | Ask a question. (What was your experience…?) | Repost an evergreen piece from your archives (link to a blog post, something you’ve tweeted or shared before, etc.) | Create a “Top 5” post.  5 Tips to… | Fun Friday: share something funny (a meme, comic strip, etc.)  Do this regularly and create a hashtag for it. | Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?) |
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| Have followers fill in the blanks; “The best way to get me to \_\_\_\_ is to \_\_\_\_.” | Give a “sneak peek” of an upcoming product/service. | Post a poll related to your industry or company to show followers you value their opinions. | Share an encouraging or empowering quote. …and tell what it means to you. | Share some breaking news about your industry or something that impacts it. | Link to something you’ve posted on your blog. | Create a list of groups that may be beneficial to your followers. (Facebook, LinkedIn, Google+, etc.) |
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| Share an opinion piece from a thought leader in your niche. | Have your followers fill in the blanks; “If I had \_\_\_ I would \_\_\_\_.” | Review a tool or service related to your niche. Or create a comparison post. | Thank your customers & followers. Or someone who shared a recent testimonial. | Create a ‘myth busting’ post about something that your niche faces. | Fun Friday - Share a funny fall image. Ask readers to share their own. | Spotlight a customer. Share a good question, idea, or feedback from the person. |
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| Celebrate a company milestone - business anniversary, customer count, team member birthday, etc. | Link to /share news about a new post on your blog | Ask, "What strategy has worked best for you when it comes to \_\_\_." | Feature a niche keyword on an image with a definition or quote. Link to a post or site category where readers can learn more. | Create a “Top 5” post.  5 Things to do instead of… | Fun Friday - Post about your favorite comedian. Tell how he/she has influenced you/your niche. Ask your readers what comedian influenced them. |  |
| **More Ideas:** | | | | | | |

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| October |  |
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|  |  |  |  |  |  | Write about the worst or first joke you ever heard or told as an adult or child. |
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| On LinkedIn, publish an original piece of content. | Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns. | Mention what you are working on. This creates anticipation for interested readers. | Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it. | Create a how-to guide and give it away on Twitter. | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" |
|  |  |  |  |  |  |  |
| Have followers finish the sentence - “The top 3 things I've learned here are...” | Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree. | Create and share a "Top 5 Must-have Tools List" for a niche related problem. | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Start a debate on a controversial topic. Ask readers to present their rational/reasons. | Ask followers how they wind down after a long or trying day. | Reference a hot conversation on a different platform (i.e. Twitter.) Start the conversation with your Facebook followers. |
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| Ask for feedback about a service you are considering offering. | Share why you started your business. | Share a link to a tool or app that helps readers solve a problem. | Write a prediction post. Explain your reasoning. Ask what followers think and why. | Ask "What is your favorite method of communication?" Add options to a simple poll or encourage longer replies. | Fun Friday - Share a funny image and thought provoking, relative quote. | Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you). |
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| Describe an organizational issue you and your audience have. Refer them to a solution you want to try. Ask for their thoughts/opinions. | Create a timeline or case study for your niche. Use infographics, charts, etc. to give visual representation of the data. | Value followers. Ask questions like "What should I name my new \_\_\_ (product, service, puppy, boat, etc.)" | Post a seasonal, holiday, or special event selfie. | Ask, "When thinking about \_\_\_, what do you do consistently and what do you wish could do better?" | Fun Friday - Share 5 ways readers can have fun today. | Spotlight one of your "go-to" people. This may be a JV partner, peer, or mentor. |
|  | **More Ideas:** | | | | | |
| Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page. |

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| November |  |
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|  | Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans. | Post a excerpt from a blog post (and link to the full post) | Share Pinterest images on FB | Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live. | Link to a tutorial. This could include your FAQ or something on another website. | Spotlight a vendor you use. Share why you use them over all the others. |
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| Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to \_\_\_ is \_\_\_. | Create a 'truth or fiction' post and ask your followers to guess which it is. | Share helpful infographics (yours or someone else's) | Create a post series (week of ideas for\_\_\_,) | Ask followers to complete - If I could be the CEO of any company, it would be \_\_\_\_ because… | Create a photo contest and ask followers to vote on their favorites. | Spotlight a customer. Share a good question, idea, or feedback from the person. |
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| Ask "If I could add one feature to my product/service what would you want it to be?" | Recommend a helpful (free) tool you found. Tell the related story. | Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB. | Respond to a tag or mention. | Take a trip down memory lane & share old logos or images of your first product. | Share a comic strip relative to a niche topic, problem, solution, or action. | Promote an industry-related event |
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| Create an exciting post that resonates with your followers’ emotions and memories. | Ask followers to finish the sentence. Ex. What would you do if...? | Has a colleague, JV partner, news media or authority site mentioned you? Share it. | Post a video of Your fun side (it doesn't all have to be business) | Remind readers about a limited-time offer you sent out via email. | Fun Friday - Take a poll (Which of these is most important to you?) | Spotlight one of your affiliates. Explain what makes the person standout. |
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| Promote your latest product, service, or freebie with, "The first 50 people to retweet/share this get \_\_\_\_\_." | Like a page or website that covers topics beyond your expertise/scope ( i.e. parenting teens vs. parenting the new baby) | Offer a challenge: 7 days to \_\_\_\_ (then post an update every day) | Share an 'expert' tip. This could be one of your own or from one of your "go-to" people. |  |  |  |
| **More Ideas:** | | | | | | |

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|  |  |  |  | Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog. | Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you’ll be attending) | Spotlight a customer, affiliate, team member, or JV partner. |
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| Have followers finish the sentence - “The top 5 things I appreciate are...” | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Ask a weird, random question like, "sandals or bare feet?" | Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree. | Create and share a "5 Mistakes List" on a niche related topic. |
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| Have followers finish the sentence - “The thing I love the most about (your site or group name) is…” | Share an opinion piece from a thought leader in your niche. | Offer a challenge: Write a 5 favorite \_\_\_\_. Post each day for accountability. | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Put a spin on Throwback Thursday. Ask, "What is not working for you and you wish you could just throw back?" | Invite followers, friends, and fans to join one of the niche topic groups you joined, like, & recommend. | Share what you will be doing on a personal level today & what you'll do, or let followers know on Monday. |
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| Post a excerpt from a blog post (and link to the full post) | Reference a hot topic-related news article. Share your opinion. Point out what readers can learn from the piece. | Share a story that inspired you to start your business. | Share a link to a tool or app that helps readers solve a problem. | Write a prediction post. Explain your reasoning. Ask if followers agree or disagree and why. | Ask "What is your favorite method of \_\_\_\_?" | Spotlight a friend or family member and tell how the person helps or encourages you behind the scenes. |
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| Ask followers - "If you were a car, what kind would you be and why?" | Create and share a slideshow based on a hot topic in the news or your latest product/service. | Share a list of the last 5 niche websites you used in research. Ask readers what they think about each. | Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.) | Post a excerpt from a blog post (and link to the full post) | Fun Friday - Create a niche related word search, word scramble, or puzzle. Offer it as a free pdf download. |  |
| **More Ideas:** | | | | | | |

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| Have followers fill in the blanks; “The best way to get me to \_\_\_\_ is to \_\_\_\_.” | Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest) | Ask a question. (What was your experience…?) | Repost an evergreen piece from your archives (link to a blog post, something you’ve tweeted or shared before, etc.) | Create a “Top 5” post.  5 Tips to… | Fun Friday: share something funny (a meme, comic strip, etc.)  Do this regularly and create a hashtag for it. | Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?) |
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| Have followers finish the sentence - “The thing I love the most about (your site or group name) is…” | Share an opinion piece from a thought leader in your niche. | Offer a challenge: Write 5 favorite \_\_\_\_. Post each day for accountability. | Share an inspiring YouTube video. Mention how it relates to a niche principle or topic and remind follows they can read more on your website. Include your link. | Put a spin on Throwback Thursday. Ask, "What is not working for you and you wish you could just throw back?" | Fun Friday - Create/play a "search my site" game with followers. Ask them to find something & share the link in their social media timeline. | Ask, "What is your best reply when you are asked \_\_\_\_?" |
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| Ask for feedback about a service you are considering offering. | Share why you started your business. | Share a link to a tool or app that helps readers solve a problem. | Write a prediction post. Explain your reasoning. Ask what followers think and why. | Ask "What is your favorite method of communication?" Add options to a simple poll or encourage longer replies. | Fun Friday - Share a funny image and thought provoking, relative quote. | Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you). |
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| Have followers finish the sentence - “The top 5 things I appreciate are...” | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you’ll be attending) | Fun Friday - Play "first word." Write a niche related word or phrase. Ask readers to reply with the first word that comes to mind. | Spotlight a customer, affiliate, team member, or JV partner. |
|  |  | **More Ideas:** | | | | |
| Promote your latest product, service, or freebie with, "The first 50 people to retweet/share this get \_\_\_\_\_." | Like a page or website that covers topics beyond your expertise/scope ( i.e. parenting teens vs. parenting the new baby) |

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|  |  | Post a excerpt from a blog post (and link to the full post) | Share Pinterest images on FB | Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live. | Link to a tutorial. This could include your FAQ or something on another website. | Spotlight a vendor you use. Share why you use them over all the others. |
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| Ask followers to share their favorite…. (Tip, quote, piece of advice, etc.) | Give a “sneak peek” of an upcoming product/service. | Post a poll related to your industry or company to show followers you value their opinions. | Share an encouraging or empowering quote. …and tell what it means to you. | Share some breaking news about your industry or something that impacts it. | Link to something you’ve posted on your blog. | Create a list of groups that may be beneficial to your followers. (Facebook, LinkedIn, Google+, etc.) |
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| On LinkedIn, publish an original piece of content. | Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns. | Mention what you are working on. This creates anticipation for interested readers. | Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it. | Create a how-to guide and give it away on Twitter. | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" |
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| Have followers fill in the blanks; “I refuse to \_\_\_\_ if/when \_\_\_\_.” | Value followers. Ask questions like "What should I name my new \_\_\_ (product, service, puppy, boat, etc.)" | Post a seasonal, holiday, or special event selfie. | Ask, "When thinking about \_\_\_, what do you do consistently and what do you wish could do better?" | Highlight the benefits/ways your products/business are better/different from your competition. | Fun Friday - Ask a trivia question about your company or the niche. | Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you). |
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| Ask a question. (What was your experience…?) | Repost an evergreen piece from your archives (link to a blog post, something you’ve tweeted or shared before, etc.) | Create a “Top 5” post.  Issues related to niche…  Ways to….  Tips for…  Things to do…. | Share something funny (a meme, comic strip, etc.) | Share an image on Pinterest & Instagram. Tweet about it. |  |  |
| **More Ideas:** | | | | | | |

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|  |  |  |  |  | Have followers fill in the blank; “I wish we had known about \_\_\_\_ back when \_\_\_\_.” | Offer a challenge: 7 days to \_\_\_\_ (then post an update every day) |
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| Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to \_\_\_ is \_\_\_. | Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans. | Post a excerpt from a blog post (and link to the full post) | Share Pinterest images on FB | Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live. | Link to a tutorial. This could include your FAQ or something on another website. | Spotlight a vendor you use. Share why you use them over all the others. |
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| Ask "If I could add one feature to my product/service what would you want it to be?" | Recommend a helpful (free) tool you found. Tell the related story. | Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB. | Respond to a tag or mention. | Take a trip down memory lane & share old logos or images of your first product. | Share a comic strip relative to a niche topic, problem, solution, or action. | Promote an industry-related event |
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| Have followers fill in the blank; “I just don't understand \_\_\_\_.” | Share helpful infographics (yours or someone else's) | Create a post series (week of ideas for\_\_\_,) | Ask followers to complete - If I could be the CEO of any company, it would be \_\_\_\_ because… | Upload photos from your weekend, vacation, etc. so people can get to know the person behind the business. | Create an exciting post that resonates with your followers’ emotions and memories. | Ask followers to finish the sentence. Ex. What would you do if...? |
|  |  |  |  |  |  |  |
| Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest) | Ask a question. (What was your experience…?) | Repost an evergreen piece from your archives (link to a blog post, something you’ve tweeted or shared before, etc.) | Create a “Top 5” post.  Issues related to niche…  Ways to….  Tips for…  Things to do…. | Share something funny (a meme, comic strip, etc.)  Do this regularly and create a hashtag for it. | Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?) | Spotlight a customer. Share a good question, idea, or feedback from the person. |
| **More Ideas:** | | | | | | |

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| Ask a weird, random question like, "what came first - the chicken or the egg?" | Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree. | Create and share a "7 Best Practices List" on a niche related topic. | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page. | Ask followers to recommend and share your site or products. | Post an image or video of you and your product. Ask buyers to share their images as they use your items. |
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| Have your followers fill in the blanks; “If someone made \_\_\_ I would \_\_\_\_.” | Comment on a business in the news, which also shares your business ethics or your readers' concerns. | Mention what you are working on. This creates anticipation for interested readers. | Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it. | Create a how-to guide and give it away on Twitter. | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" |
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| Share a list of your other social accounts so people can follow you in multiple places (YouTube, Twitter, FB, Google+, LinkedIn, Quora, etc.) | Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.) | Have followers finish the sentence “I wish more businesses...” | Comment on a status or post from one of your followers | Post a excerpt from a blog post (and link to the full post) | Reference a hot topic-related news article. Share your opinion. Point out what readers can learn from the piece. | Share a story that inspired you to start your business. |
|  |  |  |  |  |  |  |
| Have followers fill in the blank; “The best way to make me smile is to \_\_\_\_.” | Give a “sneak peek” of an upcoming product/service. Create a limited-time "invite only" group to help you fine-tune & finalize the item. | Create a how-to guide and give it away on Facebook. | Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog. | Join a new topic related Facebook group. | Fun Friday - Share a funny topic related image. Ask readers/followers to give it a title. | Spotlight one of your "go-to" people. This may be a JV partner, peer, or mentor. |
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| Have your followers fill in the blanks; “If I had \_\_\_ I would \_\_\_\_.” | Review a tool or service related to your niche. Or create a comparison post. | Thank your customers & followers. Or someone who shared a recent testimonial. |  |  |  |  |
| **More Ideas:** | | | | | | |

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|  |  |  | Offer a shout out to your \_\_\_ (100th, 500th, etc.) follower. | Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page. | Ask followers to recommend and share your site or products. | Post an image or video of you and your product. Ask buyers to share their images as they use your items. |
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| On LinkedIn, publish an original piece of content. | Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns. | Mention what you are working on. This creates anticipation for interested readers. | Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it. | Create a how-to guide and give it away on Twitter. | Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms. | Ask, "What was the most helpful thing you learned today?" |
|  |  |  |  |  |  |  |
| Ask a weird, random question like, "what came first - the chicken or the egg?" | Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree. | Create and share a "Top 5 Must-have Tools List" for a niche related problem. | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Start a debate on a controversial topic. Ask readers to present their rational/reasons. | Ask followers how they wind down after a long or trying day. | Reference a hot conversation on a different platform (i.e. Twitter.) Start the conversation with your Facebook followers. |
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| Ask for feedback about a service you are considering offering. | Share why you started your business. | Share a link to a tool or app that helps readers solve a problem. | Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable. | Have followers fill in the blank; “I know someone really cares when he/she \_\_\_\_.” | Fun Friday - Start an "I Remember When…" post. Use an image or brief message to inspire others to reply & comment. | Spotlight one of your affiliates. Explain what makes the person standout. |
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| Describe an organizational issue you and your audience have. Refer them to a solution you want to try. Ask for their thoughts/opinions. | Create a timeline or case study for your niche. Use infographics, charts, etc. to give visual representation of the data. | Value followers. Ask questions like "What should I name my new \_\_\_ (product, service, puppy, boat, etc.)" | Post a seasonal, holiday, or special event selfie. | Ask, "When thinking about \_\_\_, what do you do consistently and what do you wish could do better?" |  |  |
| **More Ideas:** | | | | | | |

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|  |  |  |  |  | Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to \_\_\_ is \_\_\_. | Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans |
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| Have your followers fill in the blanks; “If someone invented \_\_\_ I would \_\_\_\_.” | Ask followers to fill in the blank - The story of my life could be told through \_\_\_ (what movie, song, etc.) | Share helpful infographics (yours or someone else's) | Create a post series (week of ideas for\_\_\_,) | Ask followers to complete - If I could be the CEO of any company, it would be \_\_\_\_ because… | Create a photo contest and ask followers to vote on their favorites. | Spotlight a customer. Share a good question, idea, or feedback from the person. |
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| Ask "If I could add one feature to my product/service what would you want it to be?" | Recommend a helpful (free) tool you found. Tell the related story. | Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB. | Respond to a tag or mention. | Take a trip down memory lane & share old logos or images of your first product. | Share a comic strip relative to a niche topic, problem, solution, or action. | Promote an industry-related event |
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| Have followers fill in the blank; “A sure sign of integrity is \_\_\_\_.” | Recommend a helpful (free) tool you found. Tell the related story. | Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB. | Respond to a tag or mention. | Take a trip down memory lane & share old logos or images of your first product. | Share a comic strip relative to a niche topic, problem, solution, or action. | Promote an industry-related event |
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| Post a excerpt from a blog post (and link to the full post) | Share Pinterest images on FB | Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live. | Link to a tutorial. This could include your FAQ or something on another website. | Spotlight a vendor you use. Share why you use them over all the others. | Fun Friday - Finish the Sentence - "If I only had \_\_\_\_\_\_. (Insert niche topic or problem) would be so much easier." | Spotlight a friend or family member and tell how the person helps or encourages you behind the scenes. |
|  | **More Ideas:** | | | | | |
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