

# SMM Story Ideas

## • BEHIND THE SCENES

- Share your computer screen/workspace and show what you're currently working on (creating content, client research, etc)
- Take them through your onboarding process
- Show things you're working on for your business (putting systems in place, etc)
- Share a sneak peek of something you're launching soon

## • TO-DO LIST

- List out a mix of client work, business work, and more (your workout, family time, what you're watching on tv, etc)

## • SCREENSHOTS

- Take a screenshot when you receive a DM/email/testimonial from a happy client
- Take screenshots of Insights/Analytics from accounts to show how you are improving your client's accounts

## • MINI TRAININGS

- "3 Ways to Grow Your Business on \_\_\_\_\_ [Insert Platform]"
- "5 Ways To Improve Your [Insert Platform] Today"
- "How To Create Eye-Catching Images for {Insert Platform}"
- Type out a quick tip and encourage your audience to screenshot

## • PERSONAL

- Show your morning routine
- Share your favorite playlist
- Share a hobby not related to your business
- Show your pet (aka your cute co-worker)
- Share where you like to shop (show those Trader Joe's snacks! Trust me...people do love to see what you're eating)

# SMM Content Ideas

- **EDUCATE**

- Tips on how to optimize your account(s)
- Content ideas for the platform you specialize in
- The best planning/scheduling apps for social media
- Your favorite business tools
- How to grow a following on social media
- How a social media manager can help you grow your business
- Why having a social media strategy is so important

- **ENTERTAIN**

- Funny quotes
- Friday Intros
- Fun National Days

- **INSPIRE**

- Client story (talk about how you helped them transform their social media presence and the benefits they've experienced)
- Share why you started your business and what you love most about it
- Your "Why"
- Motivational Quotes

- **INFORM**

- New services & offerings
- Life/Biz Updates
- Freebie Offer
- New updates on social media platform you specialize in