

<p><b>MEMES</b></p> <p>Because who doesn't love a good meme? Bonus points if it's relevant to your niche. (I'm a nerd because social media memes are my life.)</p>	<p><b>QUESTION OF THE DAY</b></p> <p>Ask your followers a question about their blog/biz, advice for your blog/biz, or just something fun.</p>	<p><b>QUICK TIPS</b></p> <p>Secret tips/hacks for getting things done</p>	<p><b>TUTORIALS</b></p> <p>How-to's and tutorials to help your followers get something done</p>	<p><b>BRANDED GRAPHICS</b></p> <p>Visually appealing graphics with your watermark</p>
<p><b>QUOTES</b></p> <p>Written out quotes or graphics with quotes on them. (If you create your own, add your watermark!)</p>	<p><b>VIDEOS</b></p> <p>GIFs, funny videos, inspirational videos, etc.</p>	<p><b>ANNOUNCEMENTS</b></p> <p>Launches, business news, updates about the biz owner (you!)</p>	<p><b>YOUR BLOG POSTS</b></p> <p>Obviously this is a bit part of your social media strategy—your own blog posts!</p>	<p><b>CONTESTS/GAMES</b></p> <p>Caption This photo games, photo contests, challenges, etc.</p>
<p><b>CURATED CONTENT</b></p> <p>Helpful links from other bloggers and reputable sources</p>	<p><b>DISCOUNTS</b></p> <p>Discounts/offers on products/services that you offer</p>	<p><b>INFO-GRAPHICS</b></p> <p>Industry-related infographics</p>	<p><b>LISTICLES</b></p> <p>Fun listicles from BuzzFeed or informational ones</p>	<p><b>NON-BLOG PROMOS</b></p> <p>i.e., webinars, Twitter chats, or collabs you're working on</p>
<p><b>HOMEWORK ASSIGNMENT</b></p> <p>Offer up a homework assignment to help out your followers</p>	<p><b>CURRENT EVENTS</b></p> <p>Celebrating holidays and other current events</p>	<p><b>BEHIND-THE-SCENES</b></p> <p>Images of your workspace, projects in the works, etc.</p>	<p><b>ENCOURAGEMENT</b></p> <p>Words of encouragement for your followers</p>	<p><b>SOCIAL-ONLY PROMOS</b></p> <p>Discounts/offers on your products/services that are only for your social media followers</p>
<p><b>CALLS TO ACTION</b></p> <p>Get followers to sign up for your email newsletter, read your new blog post, or buy your newest product/service</p>	<p><b>READER SURVEYS</b></p> <p>Get follower input on your blog/biz</p>	<p><b>GIVEAWAYS</b></p> <p>Give away prizes in exchange for likes/followers</p>	<p><b>PRODUCTS/SERVICES</b></p> <p>Share info about new products/services that you're offering</p>	<p><b>PERSONALITY</b></p> <p>Include a bit of yourself in your social media by sharing little quips</p>
<p><b>FREEBIES</b></p> <p>Incentives for your social media followers</p>	<p><b>VIRTUAL EVENTS</b></p> <p>Webinars, Twitter chats, and other online goings-on</p>	<p><b>LONGER ANECDOTES</b></p> <p>Stories, longer tips, and other longer status updates</p>	<p><b>INSPIRATION</b></p> <p>Inspiration for yourself and your followers</p>	<p><b>TIME-SENSITIVE OFFERS</b></p> <p>Discounts/offers that your followers have to use by a certain date before they expire</p>