

How to Never Run Out of Social Media Post Ideas

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Are you struggling when it comes to what to write on LinkedIn or on other social media channels?

Here are some tips to keep in mind when crafting your social media posts that will help them resonate more with your network.

Make sure your posts always does at least one of five things for your followers/network:

- Educate
- Entertain
- Inform
- Inspire
- Empower

If your social media post does more than one of these – even better! You get bonus points.

I recommend creating an Excel spreadsheet so you can keep a running list of ideas for posts in each of these areas.

Map these ideas to your content pillars, which are 5 or so areas of focus that align with your strengths and opportunities.

Just don't waste your social media posts bragging about your recent accomplishments and awards. Instead make them about your audience.

Even if people like the posts where you discuss winning an award or closing a recent deal, it's largely because they feel obligated to do so. You really should be providing value to others, giving back and highlighting others in your social media posts.

Always think *show versus tell* when it comes to sharing updates on any social media platform.

Also, there is no such thing as giving away too much information or tips on social media.

In fact that should be the goal of everything you post.

Don't worry about giving away your "secrets." That's how you build your brand, clout and following. Besides they will still need you to implement your ideas and there's only so much you can really give away in a social media post

Then watch your network grow. And the opportunities that come from it will as well.

How do you come up with ideas for your social media posts?

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