

SOCIAL PROMPTS

50+ POST PROMPTS

These examples will help you get started and get comfortable with posting on social media regularly. They're designed to help your audience connect with you and help you build your brand. Remember that people value real and authentic content on social media, so be true to yourself and you'll do great!

1. Introduce yourself to your audience. You're gaining new followers all the time, so it's a good idea to do an introduction with who you are, what you're about, and some fun facts!
2. What's your favourite recipe? Share a picture that fits with your feed and share the recipe.
3. What was your favourite vacation?
4. How's your life different than what you thought it would be?
5. What book are you reading right now?
6. How do you balance work and family?
7. What's the hardest thing you've had to overcome?
8. What's a goal you set and reached?
9. What's a goal you set and didn't reach?
10. What's your favourite quote?
11. What's something surprising about you?
12. What made you laugh today?
13. What do you do for self-care? #SelfCareSunday would be a great day to post this!
14. What's one thing that you're grateful for today?
15. Who's someone you look up to?
16. What's an influential life lesson you've learned?
17. What's your personal mission statement?
18. What does a perfect day look like?
19. Show an old picture of your family for #ThrowbackThursday.
20. Do you have any regrets?
21. What impact does your mindset have on your life?
22. What are your tips on how to keep a positive mindset?
23. How do you prepare for a big event?
24. What was the last thing you did that took you out of your comfort zone?
25. What do you miss about being a kid?
26. What's one thing you hope to teach your kids?
27. What's your favourite local restaurant?
28. What's your favourite thing about your home town?
29. What's your favourite thing about the place you live in now?
30. What's your weakness?
31. What's your strength?
32. What's your favourite way to exercise?
33. How do you unwind at night?
34. What's your process for setting goals?
35. How do you prioritize your day?
36. How has working with a mentor impacted your life?
37. What does community mean for you?
38. Where is your dream vacation?
39. What's your dream car?
40. What's your favourite thing to do with your kids?
41. Fill in the blank: those who know you know you love _____.

SOCIAL PROMPTS

42. How does the weather impact your day?
43. Why did you start a side hustle?
44. What's the hardest thing about having a side hustle?
45. What's the best thing about having a side hustle?
46. What has your side hustle done for you financially?
47. Name someone who you helped start a side hustle, and what has it done for that person?
48. Did you always see yourself as an entrepreneur?
49. What are your next business goals?
50. What's something you would want future you to always remember?
51. Share a photo from a fun party or date night.
52. Share something from your workout. Did you go for a run or hit up a soul cycle class? Post about it and share how you feel.

With all these posts, make sure you're thinking about your visual aesthetic and the flow of how your feed looks. Use the same filter for each photo. Make sure they're all taken with good lighting. You're the editor of this feed, so take pride in how it looks!

Tip: the more time people spend on your post, the more likely it is to be seen by more people. So, be thoughtful about your post copy and remember that longer posts are better than short ones. However, feel free to do a mix of shorter posts when it makes sense. **Check out the [Social Media 101 downloadable PDF](#) for more tips for social.**

50 STORIES PROMPTS

Instagram® Stories are a great way to get in front of your audience daily and in a real, interactive way. They're less curated than the content in your feed and don't need to be as polished. Ideally, you should hop on Instagram Stories each day. But if you're a beginner and need some inspiration, here are some ideas that can get you started:

1. Document your morning routine.
2. Document your workout routine.
3. What's your favourite workout gear?
4. Document your day.
5. Share 3 quotes that make you laugh.
6. Share 3 quotes that inspire you.
7. Show before-and-afters of 3 people you've helped with their health.
8. Share a behind-the-scenes look at your work day.
9. Share 3 of your must-have work items.
10. Take a poll – for example: Do you make your bed every day? Follow up with your own answer.
Tip: Instagram stickers (such as Ask Me Anything), polls, and a love metre/tester are all great ways to get your audience to engage with you. Don't be afraid to use them!
11. Take a poll – for example: Do you eat before you work out? Follow up with your own answer.
12. Take a poll – for example: How often do you wash your car? Follow up with your own answer.
13. Take a poll – for example: Do you ask your kids to help with house work? Follow up with your own answer.
14. Ask a question – for example: What's your all-time favourite book? Follow up with your own answer.
15. Ask a question – for example: What are you currently watching? Follow up with your own answer.
16. Ask a question – for example: What's your favourite song right now? Follow up with your own answer.

SOCIAL PROMPTS

17. Ask a question – for example: What’s something you never leave home without? Follow up with your own answer.
18. Do an “ask me anything.”
19. Do a series of “would you rather” questions.
20. Ask for advice.
21. Share inside a business meeting or trip. Show how fun it is to be an entrepreneur!
22. What’s your daily nutrition regimen?
23. What do you eat every day?
24. Show how you meal prep.
25. Show how you plan your week.
26. Share a real-life moment.
27. Share the view from your house.
28. Share a mirror selfie.
29. Take a photo with friends and tag them.
30. Share a photo of what you ate for breakfast, lunch, and dinner.
31. Share your favourite smoothie recipe. What a fun way to feature Life Shake™!
32. Share a throwback photo from your favourite vacation.
33. Take a selfie of you working.
34. Share your favourite way to relax. #WineWednesday, anyone?
35. What are you doing right now?
36. Share your favourite podcast and what you took from it.
37. What’s something you’re excited about?
38. What are your tips on preparing for an important meeting?
39. Share something funny that happened today.
40. Share your favourite photo of your pet.
41. What do you do every day to feel more confident?
42. Share a joke.
43. What’s your go-to cheat meal?
44. Share a time-saving tip.
45. Share your skin care routine.
46. Share your makeup routine.
47. Share your favourite home-cleaning hacks.
48. Document a night out with family.
49. Document a night out with friends or teammates.
50. Share a personal transformation.

Don't forget to follow **Shaklee Canada** on social media!

