

Content Generation Ideas

One of the challenges in social media content creation is the perennial question: "How do I come up with ideas?" Efficient management of social media can be greatly simplified by generating content ideas with ample lead time. While there are numerous strategies for content generation, one particularly effective method involves the use of content pillars.

Content Pillars

This is a strategic way to organize your social media content by splitting it into three distinct subject matters. Before you begin creating any content, defining these pillars can help you form a cohesive plan. Once you have identified three key titles for your pillars, you can further divide them into three columns. Each column should then be populated with 10 content ideas. By the end of this process, you will have generated 30 ideas for social media content, ensuring a well-rounded and comprehensive approach to your content creation. Here are three content types for your consideration.

Educate

Educational content is designed to spark curiosity and help your audience gain knowledge. This type of content can take various forms, such as tips, FAQs, top 10 lists, or "Did you know?" questions. Educational posts should relate to your work or be relevant to your field, providing valuable information that enhances your audience's understanding and interest. For instance, you might share insights into your research, explain complex concepts in simple terms, or offer practical advice that your followers can apply.

Entertain

Entertaining content should captivate your audience and be quick and engaging. Examples of entertaining content include unusual or quirky stories, behind-the-scenes glimpses, and before-and-after posts. The goal is to intrigue your audience and make your content enjoyable to consume, thereby increasing engagement and fostering a positive connection with your followers.

Inspire/Promote

Inspiring content should be particularly positive or memorable, aiming to leave an emotional impact on your audience. This type of content often drives users to take action or shift their perspectives. Examples of inspiring content include people-focused stories, narratives about social responsibility, and community involvement initiatives. These stories not only highlight your values and missions but also resonate on a personal level, encouraging your audience to engage more deeply with your content and brand.

