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MARKETING - COACHING - AI

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60 Content Ideas for Your Social Media

Six pillars, ten ideas per pillar. Each one comes with a suggested format and a hook you can adapt to your business.

By **Alex Latino** · alexlatino.com/en/blog

BEFORE YOU START

How to get the most out of this bank

1

Choose your pillars

Don't use all six at once. Pick three or four that fit your business and what your audience wants to know.

2

Swap out what's in [brackets]

Every idea has blanks for your topic, your product and your data. A generic hook doesn't stop anyone; one with your specific case does.

3

Mix your formats

Alternate reels, carousels and stories, and check your insights to see which one your audience responds to best.

4

Test, measure, repeat

Note which ideas perform best on your account and repeat the format, not the post. After 10 or 15 posts you'll start to see a pattern.

> **A simple rule:** out of every 4 posts, try to make no more than 1 a sales post. If everything is a pitch, your audience gets tired; if nothing is, nobody knows what you offer.

This rule is a practical guideline, not a finding from any study.

PILLAR 1 OF 6

Educate

Teach something useful. It's what gets saved and shared the most.

01 **The 3 most common mistakes in [your topic] and how to avoid them**
CAROUSEL Hook: *"The one mistake almost everyone makes with [topic]"*

02 **Step by step: how to get [result] in [time frame]**
REEL Hook: *"How to get [result] in [time frame], without [obstacle]"*

03 **Myth vs. reality about [your topic]**
CAROUSEL Hook: *"What you've been told about [topic] isn't the whole story"*

04 **Glossary: 5 terms from your industry, minus the jargon**
CAROUSEL Hook: *"5 [industry] terms nobody explains to you"*

05 **Checklist before [important action]**
CAROUSEL Hook: *"Before you [action], check these 7 things"*

06 **[Option A] vs. [option B]: which one fits your situation**
CAROUSEL Hook: *"[A] or [B]? It depends on this"*

07 **The tools you use for [task] and what each one is for**
REEL Hook: *"These 3 tools help me [task] faster"*

08 **Answer in 30 seconds the question you get asked most**
REEL Hook: *"I get asked this every week, so here's the answer"*

09 **Fix something specific, before and after, step by step**
REEL Hook: *"Watch me fix [problem] in 4 steps"*

10 **What you learned this month about [topic]: 3 lessons**
CAROUSEL Hook: *"3 things I learned this month about [topic]"*

PILLAR 2 OF 6

Behind the scenes

Show how you work. It builds trust and closeness.

11 **A real workday, from morning to close**
REEL Hook: *"What a workday at [your business] really looks like"*

12 **How your product or service is made, from the inside**
REEL Hook: *"What happens before [product] lands at your door"*

13 **Your workspace and what it can't do without**
PHOTO OR REEL Hook: *"3 things always on my desk"*

14 **A mistake you made and what you changed**
CAROUSEL Hook: *"I got [thing] wrong, and here's what I changed"*

15 **How you prepare a project, from idea to delivery**
CAROUSEL Hook: *"How I plan a project from start to finish"*

16 **The part of your work nobody sees**
REEL Hook: *"The part of my job you never see"*

17 **Introduce your team or your suppliers**
PHOTO OR REEL Hook: *"Meet the people who make [product] possible"*

18 **How you organize your week**
CAROUSEL Hook: *"How I plan my week so I'm never scrambling"*

19 **A project in progress: this week's update**
STORY Hook: *"Weekly update: here's how far I've got on [project]"*

20 **Your goals for the month and how you're doing**
STORY Hook: *"My 3 goals this month and how I'm doing"*

PILLAR 3 OF 6

Social proof

Let others speak for you. Always get permission first.

21 **A customer case: problem, solution, result**
CAROUSEL Hook: *"From [problem] to [result]: [name]'s story"*

22 **A thank-you message (with permission)**
STORY Hook: *"My favorite part of this job: messages like this one"*

23 **Before and after of a project**
REEL Hook: *"Before and after: [project]"*

24 **What people say about you, in three sentences**
CAROUSEL Hook: *"3 things people who work with me say"*

25 **A concrete result from your method, with real data**
CAROUSEL Hook: *"Here's what happened when we used [method]"*

26 **The doubt your customer had before buying**
REEL Hook: *"Before hiring me, [name] had this one doubt"*

27 **A frequently asked question from new customers**
REEL Hook: *"What new customers ask me most when they first reach out"*

28 **A short interview with someone who uses your product**
REEL Hook: *"3 questions for [name], who uses [product]"*

29 **How you worked together, in 4 steps**
CAROUSEL Hook: *"Here's how we worked together, step by step"*

30 **A milestone: customer number 10, 50 or 100 (only if true)**
PHOTO OR STORY Hook: *"We just hit [number] customers. Thank you!"*

PILLAR 4 OF 6

Connect

Tell people who you are. This is where community starts.

31 **Why you started your project**
REEL Hook: *"Why I started [project]"*

32 **A belief you changed over time**
CAROUSEL Hook: *"I used to think [belief]. Now I see it differently"*

33 **What you wish you'd been told when you started**
REEL Hook: *"If I could talk to myself a year ago"*

34 **A value that guides your decisions**
CAROUSEL Hook: *"The one rule I follow in my work"*

35 **Your routine for staying consistent**
REEL Hook: *"What keeps me from giving up"*

36 **A failure and what it taught you**
REEL Hook: *"What went wrong, and why I'm sharing it"*

37 **A question for your audience**
STORY Hook: *"What do you struggle with most in [topic]?"*

38 **A book, podcast or person that inspired you**
CAROUSEL Hook: *"What changed the way I see [topic]"*

39 **A bad day and how you handle it**
STORY Hook: *"Today wasn't a good day, and here's what I do on days like this"*

40 **Thank your community for something specific**
PHOTO OR STORY Hook: *"Thank you for [specific thing]"*

PILLAR 5 OF 6

Sell

Present your offer clearly, without pressure.

41 **Your product solving a specific problem**
REEL Hook: *"If [problem] sounds familiar, this is for you"*

42 **Who your offer is for and who it isn't for**
CAROUSEL Hook: *"[Product] is for you if... and not if..."*

43 **What your service includes, point by point**
CAROUSEL Hook: *"Here's what [service] includes"*

44 **Frequently asked questions before buying**
CAROUSEL Hook: *"Price, timelines and guarantees: what people ask most"*

45 **When a promotion opens or closes, with a clear date**
STORY Hook: *"Until [date] you can [benefit]"*

46 **A quick demo of your product in use**
REEL Hook: *"Here's how [product] works in under 30 seconds"*

47 **An honest comparison: your option vs. doing it yourself**
CAROUSEL Hook: *"DIY or hire it out: which makes sense?"*

48 **A not-so-obvious use for your product**
REEL Hook: *"Almost nobody knows [product] can be used for [use]"*

49 **What changes for your customer after buying**
CAROUSEL Hook: *"How your week changes with [product]"*

50 **A direct invitation: how to buy or book in 3 steps**
CAROUSEL Hook: *"Here's how to [buy or book] in 3 steps"*

PILLAR 6 OF 6

Entertain and share opinions

Add rhythm to your profile and show your point of view.

51 **A contrarian opinion about something common in your industry**
REEL Hook: *"Unpopular opinion: [your opinion]"*

52 **Apply a trend to your topic**
REEL Hook: *"[Trend], but make it [your industry]"*

53 **Situations only people in your industry understand**
REEL Hook: *"Things only people who work in [industry] will get"*

54 **A weekly mini series: same format, different topic**
REEL Hook: *"Episode [n]: [topic]"*

55 **Q&A box: answer what people asked you**
STORY Hook: *"Answering what you asked me this week"*

56 **A 7-day challenge with your audience**
STORY Hook: *"7-day challenge: are you in?"*

57 **Your ranking of 5 favorites in a category**
CAROUSEL Hook: *"My top 5 [category] picks, ranked"*

58 **A 3-question quiz about your topic**
STORY Hook: *"Three questions: how much do you know about [topic]?"*

59 **A funny story from your work**
REEL Hook: *"What happened with a customer (names changed)"*

60 **What you used to think versus what you know today**
CAROUSEL Hook: *"I used to think [A]. Today I know [B]"*

TO TAKE WITH YOU

Your 4-week content plan

Write the number of the idea (01–60) you'll use for each post. At 3 posts a week, 12 ideas cover a whole month.

	Idea 1	Idea 2	Idea 3	Pillar
Week 1				
Week 2				
Week 3				
Week 4				

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Free resource by Alex Latino. The ideas and hooks are general templates to adapt; they don't guarantee results.

YOUR OWN IDEAS

Jot down whatever comes to mind

THANKS FOR DOWNLOADING

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