



**Stories:
100 Ideas
for Social
Media**

Stories

Share a win or success with your audience!

Share a testimonial, or client/customer photo.

Tell a story in several parts, spread them throughout the day or the week.

Recognize a mentor, teacher or supporter in your life.

Share a throwback photo or story.

Tease or promote something new that is coming.

Ask your audience to vote between 2 things.

Show the audience the final results of their vote.

Ask your audience what they want you to do next. (project, video, item to create...

Share a motivational quote.

Share funny quotes.

Share a random moment or thought from your life.

Before and after pics...could be a project, cleaning up, your plate before and after you eat....anything.

Share a boomerange video. They are funny and very engaging.

Go on a tour of your space, your home, a store, a local place...

Share a life hack that works.

Share a fail that didn't work.

Share your food pics or video.

Share a goal for accountability and come back later to show how you accomplished it.

Share a behind the scenes.

Do a quick video journal entry.

Screenshot a text message or email thread.

Share tools or food or supplies or items you can't do without.

Share a favorite book or album or poem.

Do a mini review of something.

Stories

Share some gratitude about your day.

Go on a mini rant.

Share your morning routine.

Share a screenshot from blog, IG, Pinterest or website. and point them there.

Share a multi-step story one piece at a time all in a row. (Like assembling something.)

Reality vs. Instagram

Someone or something that you love.

Share a random act of kindness.

Share a selfie.

Guess where I am?

Tips and tricks

Trivia or random questions.

Ask your audience for advice.

Celebrate a customer or client!

Ask for top tips from audience.

Share those top tips from audience.

Gif posts to make people smile.

Major announcements "Be the first to know!"

Share a lesson you learned the hard way or the easy way.

Talk about a time you were shown grace.

Share a favorite movie quote and see who knows it?

Share 4 pics and let them vote A, B, C or D.

Share a shopping trip going into the store and then all the bags after.

Ask them to guess the # of items you bought or the total cost.

Ask for questions and answer the best ones in stories.

Stories

Share a post from your feed.

Add a sneak peak of a new video.

Add a link to a blog post you want your audience to see.

Share a countdown to something to tease interest in what's coming.

Tag a business that you love.

Feature content from someone else's account that you love.

Ask for suggestions on what to create or talk about next.

Introduce a member of your team or highlight a team members contribution or event.

Share a story from someone else that mentions you.

Link directly to your product to purchase!

Tell about your business journey.

Show off a new collection piece.

Add a review

Promote a Reel.

String together 1-2 second clips throughout your day to show a day in the life.

Use Canva.com to create story games.

Create a series of this or that posts in stories, quiz style.

Create a bucket list and ask (using the question sticker) how many they've done?

Create a bingo game and ask your audience if they got a bingo.

Play 2 truths and a lie.

Create a word search in your stories.

Encourage your audience to tag a friend.

Do short Q and A videos using the question sticker and your response videos.

Share pics and info that other customers have given you permission to share.

Promote a contest or giveaway

Stories

Create a series for a day of the week or more than one.

Monday Motivation, or Monday Funday or Music Monday, Monday Memories

Transformation Tuesday, Tip Tuesday, Trendy Tuesday, Tuesday Treats

Wisdom Wednesday, Way Back Wednesday, Wellness Wednesday Wacky Wednesday

Thankful Thursday, Throwback Thursday, Thursday Thoughts, Think Positive Thursday

Friday Favorites, Freebie Friday, Featured Friday, Fun Friday, Feel Good Friday

Saturday Swag, Social Saturday, Shoutout Saturday, Saturday Special, Saturday Style

Spotlight Sunday, Self care Sunday, Sunday Sweets, Sunday Funday, Selfie Sunday

Share a life hack and the results

Do a mini product review

Share links that bring an affiliate commission for you (be sure to disclose)

Share a personal win.

Share a business win.

Share a meme or meme video.

Share a mini training.

Tell a story about a time you wanted to give up on something.

Tell a story about how you got started with something.

Tell a story from when you were in school.

Tell a story about your favorite teacher.

Tell a story about your favorite birthday memory

Tell a story about a family vacation that had hilarious moments.

Mention some brands that you love.

Link to a video that you want your audience to see.

Do a before and after post.

Create short videos or boomerangs for your stories.

Stories

TIPS

-Stories are supposed to be more informal, more temporary, and allow you to connect your audience.

-You have a lot more options for stories on your phone than you do on desktop.

-Because Facebook is giving more weight and prominence to stories, expect new things to become available for stories. And remember not everyone gets all the changes at once.

You may need to experiment with timing of stories, frequency of stories, and content to see what your audience likes, asks for more of and interacts with.

Just like with other social media forms, it can take time to train our audience to consume the content we create, even in a fun and easy story format.

Stories

YOUR IDEAS