

# 5 Fast Ways to Add Variety to Your Social Media Posting

## I. Be the Expert

- Answer a commonly asked FAQ.
- Recommend a tool: Share a (preferably free) tool or resource you think your followers would find useful.
- Provide a recommendation or referral: Share the love by recommending a business with whom you've done business.
- Hold a Live Q&A session: Go live with a Q&A period where you'll answer your audience's questions.

List 5 ways you could show how your expertise

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## 2. Behind the Scenes

Choose different aspects of your business and give a peek behind the scenes to see what you do and how you do it. Use this to show your creativity and expertise. Here are some ideas:

- Ordering and/or receiving merchandise
- Merchandising a section of your store
- Creating a front window display
- Introducing a member of your staff
- Going on a buying trip
- Preparing for a special event

List 5 ways you could show how your business works

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## 3. "How To" Demos

Think about what you could do to demonstrate a product or service that your business offers. These could be ways to prepare to do business with you, learn how to use a product or creative ways to use a product.

For demos you will want to make sure that people can see what it is that you are doing, have good lighting and wi-fi connection and a good microphone so you can be heard.

Here are a few ideas to get you thinking: How to measure for a product, how to use a product effectively or creatively, how to choose the right product etc.

List 5 products or services that you could demo

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## 4. Engagement

This is a category that can really grow your audience by creating posts that they love to engage with. These can be about choices that involve your products or services or fun, random choices. You can have them choose between 2 or more things, react with a gif or emoji or share a picture in the comment section.

Here are some ideas: Would you rather (this) or (that)? One thing must go (and you list a few pictures for them to choose from. What is one thing you could not live without? Share a picture of gif  
List 5 ways you could show how your business works

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## 5. Survey Question

You can use survey questions to get to know your customers better so you can provide the products and services they are looking for. The questions should be fairly superficial as most people will not want to divulge personal or emotional information. Here are some ideas:

- What time of the day do you prefer to shop
- Do you prefer to shop in-person or online
- What new products would you like to see here
- Is free gift wrapping important to you
- Is free shipping important to you

List 5 questions you could ask to gain new insight

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