

50+ Social Media Content Ideas

Disclaimer: social media content is meant to be a social connection between your brand and your followers. Not all the following suggestions will be relevant or appropriate for your business. Consider whether a post fits your brand values and social objectives before you broadcast it.

Share the benefits of: cardio exercise, strength workouts, using X piece of strength equipment, using X piece of cardio equipment, running, walking, yoga, Pilates, Zumba, burpees, sit-ups, climbing, swimming – instructors to video themselves

Educational supplies from museums and other cultural sites, e.g.

National Football Museum: <https://www.nationalfootballmuseum.com/communities/stayathome/>

Welsh Mountain Zoo: <https://www.welshmountainzoo.org/education/resources>

Activities from The Scouts: <https://www.scouts.org.uk/activities/what3words-walk/>

Activities from the Red Cross: <https://firstaidchampions.redcross.org.uk/primary/first-aid-skills/>

Mamma Mia workout: https://www.youtube.com/watch?v=lr6WPH7CQm8&list=PLAUNIQUjaBD9UEHRMUoa3_aisD7dzTo9U

Dryland swimming exercises for kids: <https://www.bluewaveswim.co.uk/blog/dryland-training-for-young-swimmers>

Cocktail recipes: <https://www.bbcgoodfood.com/recipes/collection/easy-cocktail-recipes>

Charity Challenges – encourage people to pick an existing challenge or come up with their own, and ask people to sponsor them

Ask people to share pictures of their pets

Share exercise and mental health articles: <https://www.mind.org.uk/information-support/tips-for-everyday-living/physical-activity-and-your-mental-health/about-physical-activity/>

Disney Dance-alongs: <https://www.thisgirlcan.co.uk/activities/disney-workouts/>

Activities from This Girl Can: <https://www.thisgirlcan.co.uk/activities/>

Mark awareness days: <https://www.awarenessdays.com/awareness-days-calendar/>

Give virtual tours of your site, either with videos or pictures

Share customer reviews, use Google/Facebook/TripAdvisor

Promote other local businesses, e.g. 'We love grabbing a coffee and cake from _____ on rest days'

'Thank goodness it's Friday'

'Hands up if you're staying in your pyjamas today 🙋'

'Could it be..? Is that... the SUN?!'

Share pictures of local area: 'look at beautiful _____'



TODAY'S WORK FROM HOME TIP:

**BLOWING ON THE WINE
IN THE MUG WILL HELP
CONVINCE YOUR ZOOM
MEETING THAT YOUR
TEA IS HOT**

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Local cycling routes: <https://www.cyclinguk.org/routes>

Local walking routes: <https://www.walkingbritain.co.uk/>

Local wildlife trust: <https://www.wildlifetrusts.org/nature-reserves>

Local forestry UK: <https://www.forestryengland.uk/>, <https://forestryandland.gov.scot/>, <https://naturalresources.wales/media/684499/south-wales-regional-leaflet-2018-eng-web.pdf>, <https://www.nidirect.gov.uk/information-and-services/forests/public-forests-northern-ireland>

Healthy recipes https://twitter.com/PureGym_WIDNES/status/1309037423427497986

Follow of the news https://www.instagram.com/p/CKy_II3HPBJ/

Ask us a question https://twitter.com/PureGym_WIDNES/status/1304027158306795520

Funny motivation <https://www.instagram.com/p/CKbWZ6LnYH/>

Share some mental health tips <https://twitter.com/BetterLivesLDS/status/1358400317591855109>

Write new blog post <https://www.instagram.com/p/CLEPKI-geHa/>

Give away prizes <https://www.instagram.com/p/CKy9VJULWR1/>

Like and share competition <https://www.facebook.com/watch/?v=262101198452766>

Share some home schooling tips https://www.google.com/search?q=homeschooling+tips&safe=strict&rlz=1C1CHBF_en-GBGB795GB795&sxsrf=ALeKk01Rg9g8gSgx19IkV-rNaKAwzo_P6g:1613054854979&source=Inms&tbn=isch&sa=X&ved=2ahUKEwixhYnNieluAhUQQEEAHR7cAhIQ_AUoAnoECA4QBA&biw=1280&bih=587

Run a poll – what's your favourite pancake topping? Sugar, chocolate sauce, gravy!

Survey your customers <https://www.surveymonkey.co.uk/r/AppSurveyDemo>

Ask what your customers are missing the most

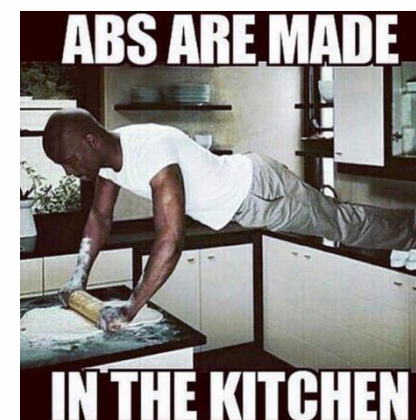
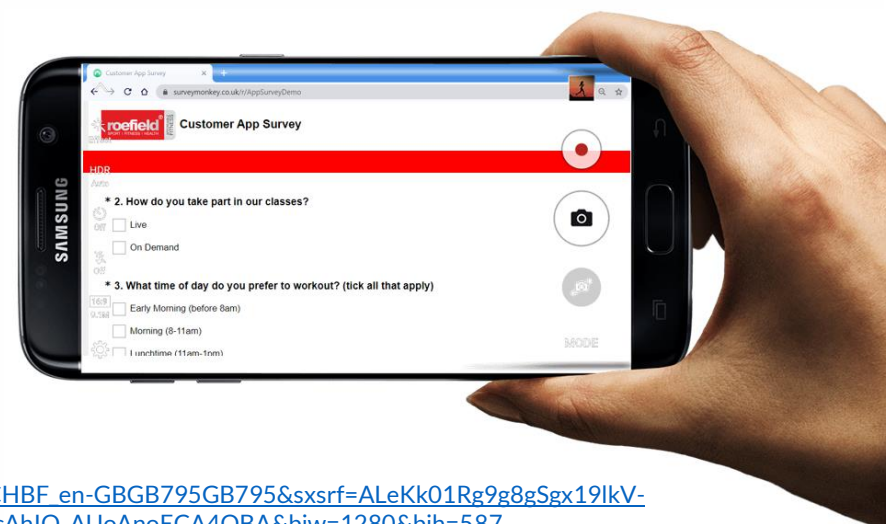
Home workout memes <https://www.openfit.com/workout-from-home-memes>

Funny memes <https://www.elle.com/uk/life-and-culture/g31803505/coronavirus-social-distancing-memes/>

Share family activities https://fantasticforfamilies.com/?gclid=CjwKCAiAyc2BBhAaEiwA44-wW_pd8CFKAg9rS4dzdmlwAHUV3upPsB4lihdtOjO80GgtgMf42K8xoCLdwQAvD_BwE&gclid=CjwKCAiAyc2BBhAaEiwA44-wW_pd8CFKAg9rS4dzdmlwAHUV3upPsB4lihdtOjO80GgtgMf42K8xoCLdwQAvD_BwE

Sport England Campaign

https://www.sportengland.org/jointhemovement?section=join_the_movement&gclid=COHu4q-x_e4CFYR-Gwod4HgGgg



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NHS Scotland

<https://www.nhsinform.scot/healthy-living/keeping-active/getting-started/choosing-activities>

NHS Exercise Advice

<https://www.nhs.uk/live-well/exercise/get-active-your-way/>

British Heart foundation

<https://www.bhf.org.uk/information-support/support/healthy-living/staying-active>

Mindfulness Advice

<https://childmind.org/article/how-mindfulness-can-help-during-covid-19/>

Public health Agency

<https://www.publichealth.hscni.net/node/5173>

Celebrity Diets <https://www.shannelizabethfitness.com/10-habits-lose-100-pounds/>

Fitness Tips

<https://www.radicaltransformationproject.com/how-to-start-a-fitness-journey/>

<https://fourwellness.co/blog/31-simple-wellness-tips-for-healthy-and-happy-living>

<https://jeanetteshealthyliving.com/6-easy-tips-for-improving-physical-and-mental-health/>

How are you turning UP your Monday Motivation #Monday Motivation #Health #Wellness

National Puppy day – post your puppy – March 23rd

Walk All Over Cancer March 2021. Participants are challenged to a sponsored walk of 10,000 steps every day during the month, and all proceeds from the fundraising are donated to the charity. https://www.cancerresearchuk.org/get-involved/find-an-event/walk-all-over-cancer?ds_kids=p9764451014&adc=cpc#fundraisingaccordion1

Interesting local links

<https://scotgov.maps.arcgis.com/apps/webappviewer/index.html?id=2de764a9303848ffb9a4cac0bd0b1aab>

