

# How To Generate Social Media Content Ideas For Your Business

By Webfor

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LET'S GET STARTED

**Get Ready To Ideate  
Hundreds of Unique  
Content Ideas!**



## Step 1

# Write It Out

**It is as simple as opening up a spreadsheet and jotting down ideas.**

Brainstorm topics, questions, quotes...anything you can think of related to your business. Put them in one column of your spreadsheet.

Keep this list handy so you can continually update and refer back to it!



## Step 2

# Determine Your Content Pillars

Your business should have 3-5 main content pillars that all of your content falls into.

For example, at Webfor our main content pillars are **Creative**, **Marketing**, and **Culture**.

A vet clinic might use **Educational**, **Preventative Care**, and **Promotional** as their core content pillars.



### Step 3

## Categorize Your List

**Start categorizing each of your ideas into the proper pillars.**

This will help you understand what pillar(s) you need to generate more ideas for.

You may also find yourself coming up with new ideas as you do this - add them to the list!



**BONUS STEP!**

## **Brainstorm Post Types**

**Go through and identify the type of content you want to create.**

Think: carousel, video, graphic, etc. and add a column to your sheet.

When it comes time to create the content, you'll already have a game plan to follow!



Voila!

## You Have A List Of Content Ideas

Now you can refer back to it any time you need an idea for social content!

<b>Topic</b>	<b>Category</b>	<b>Type</b>
best food for cats	Education	Carousel
best food for dogs	Education	Carousel
best treats for cats	Education	Photo
best treats for dogs	Education	Photo
best toys for cats	Education	Video
best toys for dogs	Education	Video
Why your pet needs routine health checks	Preventative Care	Video
Flea prevention tips	Education	Video

# Thank You

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