

STEAL THESE IDEAS

TEN
CONTENT
IDEAS
FOR
CREATIVE
BUSINESS
OWNERS

STEAL THESE IDEAS

Running a small business is hard enough without feeling like we always need a fresh new idea for content to share on social media.

So, steal a few ideas from me!
I hope this takes a small load off your plate this month and helps your brand grow in awareness and trust with your audience.

Try to make it fun, and tag @goodmooddesignco if you put one of these ideas to good use!

XO,
Riley

ONE

Share a quote that resonates with you and your audience. This is a great way to show off your brand's personality and beliefs with minimal effort. If the theme really resonates with people, there's a high likelihood that they might share it with their own followers too, giving you exposure and reach that you can't achieve on your own!

TWO

Start a daily challenge that relates to the product or service you provide. This works best if you can start at the beginning of a new month. Choose a subject and share on it through a feed post or story each day for the whole month! Communicate to your audience that it's a daily challenge and ask for their feedback using polls and question boxes on your story. Example ideas include: Mixing paint colors if you're an artist; Putting together a mood board if you're an interior or graphic designer; Editing an old photo in a new way if you're a photographer; Highlighting an old product via video if you own a retail shop; Sketching a small item in your office if you're creatively inclined; Share a 3-sentence prayer or reflection if you're a writer

THREE

Romanticize your day. Film 10 short, simple moments from a typical work day, from writing your to-do list to feeding the kiddos. Take them into an app like InShot or Lightroom and edit them with a filter or slow down the speed to make them feel a bit more cinematic. String them together with a short trending audio sound to make a reel that will show off a little of your personality behind the brand. Also feels like a good excuse to grab coffee at a cute local spot. You know, for the aesthetics...

FOUR

Make a mini-reel. Find a VERY simple but beautiful setting to video for 3-7 second with your iphone. This could be a pan of your office, a candle flickering, or your hand moving items around on your desk. Slow it down, play with some filters or editing, and add a favorite quote or announcement about your business on top. Even just your logo over the top would be lovely! Keep it easy, but beautiful.

FIVE

Create a unique holiday post. Holidays feel like free content ideas in themselves, don't they? Always a great excuse to post. But what if instead of a classic "Happy Valentines Day from XXX" you hand-cut a Valentine out of pink paper and had your whole team sign it? Or if you got some red and pink candy for your office and style it for a quick picture before indulging? Stand out from the crowd and show off some personality!

SIX

Use stop-motion to “cheat” a reel. We get it, reels are favored in the algorithm... So, how can we utilize them if we aren't video experts? I LOVE a stop motion for any type of business. To create, pick a subject (a new dress you're selling, a new fabric swatch you just got in, a new sketch for your next painting) and take a series of pictures where you're holding the camera still in one spot and making small motions in each shot. For example, with a new dress, have an employee model it and take a series of 10 photos as they slowly twirl in it. Take the 10 images into the Instagram app and add them to a “reel” where each one is a consistent amount of time (I'd start with .2-.5 seconds each). Add music and feel so chic!

SEVEN

Share a mirror selfie in a stylish setting. I know, I kind of cringe at the thought of doing this myself. BUT, it shows off your face with minimal effort and adds a personal, playful touch to your feed.

EIGHT

Share the messy process. It's easy to always show off your final product, but people love to see behind the scenes! Artists, share your messy paint palettes. Textile designers, show us your sketchbooks. Interior designers, let's see your rejected mood boards or a snapshot from a client pitch. People will start to see the value in *everything* you do, not just in the final deliverable.

NINE

Take a minute to dream. Truly, take 30 minutes to plan for the next week, month, or year and enjoy it. Hand-write some notes and style it next to a simple cup of coffee or set of paintbrushes. Write a quality caption sharing what you're currently dreaming of in your business and ask others to chime in with their own dreams.

TEN

Introduce yourself or the “why” behind your business. It's easy to feel like your audience already knows these things about you. Why would they follow you otherwise? But reiterating who you are, what you do, and what your brand is truly about every few months is crucial to building trust and a personal connection.