

TIPS

ACTIONABLE IDEAS FOR SOCIAL MEDIA CONTENT

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TIP #1

RESHARE BLOG POSTS

Where You Have Been
Featured/Mentioned

TIP #2

CREATE SHAREABLE QUOTES

From Your Blog Posts

TIP #3

ADD IMAGES TO CREATE QUOTES GRAPHICS

To Draw Attention

TIP #4

Reshare Your
**EVERGREEN
BLOG
CONTENT**

Good Content Never
Goes Out of Style

TIP #5

CROSS- PROMOTE

Your Other
Social Media Accounts

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TIP #6

ASK OPEN- ENDED QUESTIONS

To Spark Engagement

TIP #7

CREATE "FILL IN THE BLANK" UPDATES

Adjust Accordingly

TIP #8

SHARE EVERGREEN CONTENT

From Other Websites

TIP #9

Post

**“DID YOU
KNOW?”
QUESTIONS**

To Get The
Conversation Started

TIP #10

SHARE YOUR FAVORITE

Tips & Tricks

TIP #11

SHARE INFO- GRAPHICS

Canva.com has
Tons of Templates

TIP #12

Make use of

SLIDESHARE PRESENTATIONS

Did you know...

LinkedIn owns Slideshare!

TIP #13

Share Your
**FAVORITE
TOOL
RECOMMEND
-ATIONS**

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TIP #14

COMPILE QUOTES/TIPS FROM EXPERTS

Add Valuable Insights

TIP #15

WRITE A BOOK REVIEW

Recommend Your
Favorite Books

TIP #16

TAKE LONG ARTICLES AND BREAK THEM UP

Into Bite-Sized Pieces

TIP #17

CREATE LISTICLES

Pick a Theme
Showcasing Your
Expertise

TIP #18

INTERVIEW AN EXPERT IN YOUR INDUSTRY

Leverage Their Audience

TIP #19

TRANSCRIBE VIDEOS INTO ARTICLES

Otter.ai is a
great tool for this

TIP #20

WRITE ABOUT TRENDING TOPICS

Check out
trends.google.com

TIP #21

ANSWER THE QUESTIONS

Your Prospects and
Customers Ask

TIP #22

CREATE TUTORIALS

Record screenshare
videos with transcripts

TIP #23

SURVEYS, QUIZES AND POLLS

Keep it related to your
industry/expertise

TIP #24

INDUSTRY STATISTICS

Find stats on a given topic

TIP #25

PUBLISH CASE STUDIES

Social Proof is the Best
Form of Marketing

TIP #26

GO THROUGH YOUR SENT MAIL

Use those emails to
publish non-proprietary
information

TIP #27

QUESTION OF THE WEEK

Invite people to ask you a
question

TIP #28

CREATE A GUIDEBOOK

Compile your most
popular posts and publish
as an ebook

TIP #29

READ COMMENTS

What are people saying on popular posts? Create content in response

TIP #30

SHOW A BEHIND THE SCENES LOOK

At your business, or how
you do something special

TIP #31

SHARE YOUR CUSTOMERS' CONTENT

Praise and PR
goes a long way

TIP #32

UPDATE YOUR OUTDATED CONTENT

Refresh and Republish

THANK YOU!

YOUR TURN...

What is Your Best
Content Sharing Tip?