

# LINKEDIN CONTENT IDEAS

Key business advice you'd pass onto someone starting out

Share a passion project you're working on now

Record a video of you doing something you love outside of work

Who would be your dream business partner and why?

What's the worst mistake you've made in a work email and how did you fix it

Talk about what or who inspires you

Create a bank of 3 – 5 tips that others can use

Which apps are you using right now that you find helpful

Talk about a Podcast you listen to regularly and why

Tell a client success story

Talk about a book you are reading now or have read recently (can be fiction or non-fiction)

Create a slider listing your 5 best business habits to stay productive

Record a video at the end of the week telling everyone your wins for that week

Talk about an ethical or charitable cause that's important to you

Explain a time you had to deal with criticism and how you dealt with it

Key business advice you'd pass onto someone starting out

What habits do you put in place to keep you on track for reaching your goals

A tough lesson you've learnt in your career/life and how it's shaped you today

Record a video telling us what you can offer your clients

Behind the scenes in your office video

Share a story about a time you went above and beyond for someone, and why

Share a video describing 3 top tips that demonstrate your expertise

A Day in the Life video

If you could invent something would problem would it solve?

Share a recent positive testimonial

Share an industry statistic that you think will shock/be of value to your audience

Then vs Now Or "how it started...how it's going..."

Run a poll to gain 'audience' participation that can then be used to steer relevant content follow up

Favourite quote, who it's by and why you like it

Share your 'why' for working in the industry you do/or own your business

What's one of your pet peeves you see often that you wish everyone would stop

What's your ideal client and why