

CONTENT BIBLE



SOCIAL MEDIA CONTENT
GUIDE THAT YOU CAN USE
FOREVER & RE-PURPOSE
ON ALL PLATFORMS

20 social media topics that you can adapt
and use across all your social media
platforms.

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PROMPT 1

This is a Know, Like & Trust Post Example

TODAY IS ALL ABOUT INCREASING YOUR KNOW, LIKE, AND TRUST FACTOR WITH YOUR FOLLOWERS BY SHARING A

Today's prompt is to share a vulnerable story of something that happened to you that made you stronger, and even though it was painful you're ultimately grateful for the experience.

TIPS & HINTS: Your topic should be something you feel comfortable sharing, but something that pushes you out of your comfort zone just a little bit.

FEELING STUCK?

Don't know what to post?... Was there a time when you made a mistake but learned from it?

Did something difficult happen to you that ultimately shaped who you are today?

Here's a general outline you can use to create your Story:

- Tell your followers that you want to share something personal
- Share the event that happened
- Describe how you felt at the time, share why you felt that way
- Share what you learned
- Share why this has made you better today

PROMPT 2

This is an Authority Building, Value Adding Post

TODAY IS ALL ABOUT GIVING BACK TO YOUR FOLLOWERS BY ANSWERING THEIR QUESTIONS FOR FREE...

1. Choose a particular topic that's related to your business, and then
2. Use the "Questions" feature to prompt your audience to ask you anything about that particular topic.

TIPS & HINTS:

If no one replies within the first hour, ask yourself your own questions!
There ain't no shame in your game!
It will only prompt more interaction in the future.

FEELING STUCK?

Don't know what to post?

Go to "Google News" or "Answer the Public" and type in your topic.
For example, if you're a make up artist, you might search for "beauty".
If you're a Feng Shui Expert, you might search for "Feng Shui". See what comes up, and if you can use any of those topics as inspiration for your Question Box!
Here's a sample outline you can use for your Story: Invite your followers to ask you a question once you have questions, start answering them either via text or video (note that video will have a much more personal feel) Aim to answer at least 3 questions.

Wrap up the Story by thanking everyone who participated.

Bonus: Encourage followers to learn more by directing them to either a lead magnet or your website.

PROMPT 3

This is an Authority Building Post

TODAY IS ALL ABOUT BUILDING YOUR AUTHORITY!

People are more likely to buy from people who they know are an authority in their industry.

Today's prompt is to share one of the first things you learned about your topic that sparked your curiosity and made you think; 'YES!' I want to do this for a 'living'!

TIPS & HINTS:

Share one of the first things you learned about your topic that fascinated you. This is not only a moment to share your initial love for what you do, but also a moment to teach your followers something they may not even know.

FEELING STUCK?

Don't know what to post?

Here's an example to get you started:

If you're a financial advisor, maybe it was the concept of a budget that initially made you fall in love. In this case, feel free to share with your followers the most basic concept of a budget.

You can even explain to them that obviously, you know much more about budgeting today than you did back then, but that this was what first made you fall in love and decide to be a financial advisor.

Remember – these prompts are here to inspire you and act as a catalyst. Feel free to run with the idea, even if it evolves into something completely different! Whatever you do: KEEP IT UP!

PROMPT 4

This is a Know, Like & Trust Post

TODAY IS ALL ABOUT LETTING PEOPLE IN
BEHIND-THE-SCENES OF YOUR BUSINESS

Today's prompt is to share a work ritual or routine.

Is there something you consistently do in your business, week-in, week-out?

Let people into this ritual or routine.

Talk to them about why you do it, how long you've been doing it for, and why you continue to do it.

TIPS & HINTS:

Don't be afraid to let people in behind-the-scenes and show them your ritual or routine step-by-step. Write out a general outline before going on camera to help keep your thoughts together.

Here's a sample story outline you can use:

Tell your audience you're taking them behind the scenes. Show them what you are about to do, Share photos or a time-lapse video.

Talk about why you do this on a regular basis

Add an engagement sticker (poll or slider) at the end (it could be just asking how much they enjoyed your Story)

FEELING STUCK?

Don't know what to post? It could be something as simple as a daily cup of coffee, writing out your to-do list, setting intentions, or trying each meal before you give it to your clients.

Feel free to show a part of your workday, instead of the whole day, if you find it overwhelming.

PROMPT 5

This is an engagement Post

TODAY IS ALL ABOUT BOOSTING ENGAGEMENT...

Today's prompt is to poll your audience on five different things, one after the next. It's a really fun way to engage your audience.

TIPS & HINTS:

Try to poll your followers on things that are EASY for them to answer, that they don't have to think about.
But aim to make it as brand-building and on-topic to your niche as possible.

FEELING STUCK?

If you are feeling stuck try simple 'yes or no' or 'this or that' questions!

Here are some types of questions that you can try:

Did you know ... ?
Would you rather ... ?
Which is better?

PROMPT 6

This is an authority building & value adding post

TODAY IS ALL ABOUT TEACHING YOUR FOLLOWERS SOMETHING...

Today's prompt is to share 3 things your followers should know.

TIPS & HINTS:

The more value you can add the better.

Feel free to make it more specific to a topic if the prompt feels too broad.

Here's a general outline you can follow:

Here are 3 things you should know about ____ .

I'm sharing these 3 things because ____.

Share thing

1.Share thing

2.Share thing

3. Insert an engagement piece here, such as, "Did you know all 3 things?"
[yes]

(this was news to me!)

Share a resource where they can learn more (preferably a piece of content that you've created yourself)

FEELING STUCK?

If you're a wedding photographer it might be 3 Things Every Bride Should Know
When Planning Their Wedding

If you create online courses for graphic designers it might be 3 Things Every
Freelance Graphic Designer Should Know

If you're a social media strategist it might be 3 Things Every Biz Owner Should Know
about Social Media

PROMPT 7

This is an authority building, lead to a sale post

TODAY IS ALL ABOUT BUILDING YOUR SOCIAL PROOF...

Today's prompt is to share any success stories with clients that you've had.

Do you have any testimonials you can share?

Any before and after photos?

Any video testimonials?

Today's the day to share them with the world!

TIPS & HINTS:

Feel free to either just post them with no sort of introduction, or start it off by excitedly saying that you're going to share some kind words from some of your favourite clients. You could say that you've been getting a lot of questions about the work you do, and that you wanted to share what some of your clients have had to say about working with you.

Here's a general outline you can use:

Announce that you're going to share some of your favourite client success stories

For each story, share:

What it was like before they worked with you

What it was like after they worked with you

Share their testimonial in their own words (can be a quote or a video)

Who they are

Wrap up your story with how they can work with you (but avoid overselling - let the client stories speak for themselves)

If you have a product based business, share reviews that talk about what someone's experience was like with similar products and/or share how your product is better.

FEELING STUCK?

Don't have any testimonials?

Share anything that's going to validate the work you do.

Whether it's a statistic or an article from a reputable source, anything that's going to help show that what you do works and what you can deliver is going to be applicable here. Still feel stuck?

What can you do to validate your follower's feelings on your topic?

PROMPT 8

This is a know, like, trust & value adding post

TODAY IS ALL ABOUT SHARING VALUE

Today's prompt is to share something you've been loving lately.

TIPS & HINTS:

It could be something new in your business, a new app you found that your followers would find helpful, a song, a brand of coffee – anything!

FEELING STUCK?

Today's prompt is designed to be simple and easy. Don't overthink what you should choose. Just pick something and **SHARE IT!**



PROMPT 9

This is a behind the scenes & a know like & trust post

TODAY IS ALL ABOUT BUILDING YOUR KNOW, LIKE & TRUST FACTOR...

Today's prompt is to share a "Day In The life" style Story.

Bring people behind-the-scenes with you on what you're doing today and do your best to make it as brand-building as possible.

In other words; it should also educate people about what you're up to behind-the-scenes of your biz and life.

TIPS & HINTS:

Even if you're not doing anything business related, letting people into what your life is like and how you spend your time is only going to build your relationship with your peeps. Just do your best to make it as brand-building as possible!

Don't be afraid to share it only in photos if you don't feel comfortable on video.

Remember to connect the dots for people, help them understand what's going on behind-the-scenes of what you're sharing. Introduce new people that they may not know.

Be clear about where you're going and what you're doing etc...Don't feel like you have to share EVERYTHING. Just share the important parts.

FEELING STUCK?

If you are feeling stuck...ask yourself:

What are you doing today? What are you doing today that your ideal clients would be interested in? What are you doing today that you can somehow tie in to your brand and business?

PROMPT 10

This is an authority building & know, like & trust post

TODAY IS ALL ABOUT BUILDING YOUR CREDIBILITY

Today's prompt is to post something that somehow shows off your credibility. Talk to us about how long you've been doing this, or about the first time you knew you'd be good at this, or about how you studied it at University, or about how many success story clients you've had. It doesn't matter what it is, the important part is that it builds credibility.

TIPS & HINTS:

Soul Tribe Media is all about being creative, so think outside the box with this one! Your followers want to be able to feel like you are the legit, real deal. How can you communicate that in today's Story? Some things to think about for today's Story:

- What's a good client success story you can share?
- What job experience have you had that translates to what you do now?
- How long have you been in your field?
- What courses or programs have you taken?
- Why are you so passionate about your business?

FEELING STUCK?

Remember: You can post this in any way that feels comfortable to you. Want to keep an air of mystery? Just post a photo of your diploma. Want to be low-key about it? Make your story about something TOTALLY DIFFERENT and just drop the credibility-building factor in there! Happy to just put it all out there? Jump into story mode and just dive right into sharing your credibility-building stories!.

PROMPT 11

This is an engagement - know, like & trust post

TODAY IS ALL ABOUT RELATING WITH YOUR FOLLOWERS AND BUILDING THAT KNOW, LIKE AND TRUST FACTOR.

Today's prompt is... "10 things I've learned about "__*insert topic here*__"
"This topic can be anything you like - from a business topic, an industry topic, a personal topic - but the more it will relate to your ideal clients, the better!
At the end of your post, ask people to engage either through the 'slider', 'poll', or 'questions' box!

TIPS & HINTS:

Start by writing them all out in advance first, and then go about posting them. That way you're prepared and know exactly what the outline of your story will be.
Some ideas to help you get going:

What are fun facts you can share?

Who is a celebrity in your field?

What have you learned to do better?

What have you learned to do faster?

How is your industry different today than it was 10/20/30 years ago?

FEELING STUCK?

Can't come up with 10 ideas?

Try 3. It doesn't matter how many you can come up with.

What matters is that you share in an honest, relatable way that allows your followers to connect with you AND that you ask them for an engagement prompt.

PROMPT 12

This is an authority building & know, like & trust post

TODAY IS ALL ABOUT MAKING YOURSELF RELATABLE

Today's prompt is to share a story of a time you overcame an unexpected challenge in your business.

TIPS & HINTS:

This is about **OVERCOMING** a challenge. It's about showing commitment and perseverance to your followers.

This is **not** a rant or an invitation to complain. Start by sharing what the challenge was.

Share why it was a challenge (why it was not easy for you).

Share the different solutions you tried.

Share what ultimately worked.

Wrap up the Story with how you are better today because of it.

FEELING STUCK?

If you are feeling stuck, here are some ideas:

Tell the story of when someone didn't believe in you and you persevered.

Tell the story of when you were determined to accomplish something, but something unexpected got in the way, and how you overcame it.

Tell the story of how something didn't happen the way you wanted it, but you were able to turn it into a good thing.

PROMPT 13

This is an introduction & know, like & trust post

TODAY IS ALL ABOUT INTRODUCING YOURSELF TO NEW FOLLOWERS

Today's prompt is to introduce yourself to your audience.

Yes, you've likely done this before.

But it's something I recommend every business owner do at least twice a month.

TIPS & HINTS:

Don't overthink this. The purpose is to reinforce who you are to existing followers and re-introduce yourself to new followers.

FEELING STUCK?

Feel free to use these prompts as inspiration:

Who are you?

What is your business all about?

What kind of offerings do you have?

What types of clients do you work with the most?

Why did you start your business?

How long have you been in business?

What do you love most about the work you do?

Did you always know you wanted to do this?

PROMPT 14

This is an authority building & behind the scenes post

TODAY IS ALL ABOUT BUILDING AUTHORITY BY SHARING A BEHIND-THE-SCENES LOOK

Today I want you to post a behind-the-scenes look at any pieces of equipment that you have invested in that help you with your business.

TIPS & HINTS:

While you're sharing your investments with your ideal clients, be sure to let them know what each thing does.

Our audience always needs us to connect the dots for them. So ask yourself; "What types of questions would my ideal clients have about this, and how can I explain it briefly in a way that makes total sense?"

Essentially, share what the equipment is what it does how it makes your business better.

FEELING STUCK?

If you're a gym owner, you might show the equipment you've invested in for your clients.

If you're a photographer, you might share your photography equipment.

If you're an accountant, you might share your laptop and programs.

PROMPT 15

This is an engagement & know, like & trust post

TODAY IS ALL ABOUT HELPING YOUR AUDIENCE GET TO KNOW YOU & YOUR BUSINESS BETTER

Today's prompt is to use the "Questions" feature and prompt your followers to ask you a question on a particular topic of your choosing.

As questions come in, answer them on your posts!

You can answer them either by coming on video (better in terms of building know/like/trust)
or answering with just text (to keep it simple)

TIPS & HINTS:

Make a list of frequently asked questions (FAQ's) that you want your audience to know the answers to.

Bonus: If it's a good question, include it in your highlights so that new members can learn more about you!

FEELING STUCK?

If you are feeling stuck, here are some ideas:

Ask me anything Ask me anything about my business

Ask me anything about "___*insert industry here*___"

PROMPT 16

This is an authority building & adding value post

TODAY IS ALL ABOUT ENCOURAGING PEOPLE TO TAKE THE NEXT STEP

No matter what kind of business you run, there's a "next step" that you would like people to take after seeing your post.

Today's prompt is to create a post called
"3 reasons you should ___*insert next step here* ___"

"Often times, people don't take the next step we want them to take, because they simply don't know what the next step is.

Today's your day to remind them of the next step, and why it matters!

TIPS & HINTS:

Listen to your intuition on this one. How can you create this post and set it up in such a way that's fun and inviting?

Here's a general outline to help you complete this prompt:

Here are 3 reasons why you should___Share reason 1 and why it matters

Share reason 2and why it matters

Share reason 3and why it matters

Give a call to action withhow to take that next step

FEELING STUCK?

If you are a Facebook Ads Strategist, the next step might be booking a consultation call with you. If you own a store, the next step might be getting them to visit the store.

If you're a coach, the next step might be signing up for your email list so that they can get their hands on your freebie. Or maybe your next step is "join my free Facebook group" or to "book an appointment".

Don't have something to sell yet?

Your next step could be "leave a comment on this photo" or "send me a DM".

PROMPT 17

This is a know like & trust post

TODAY IS ALL ABOUT BUILDING YOUR KNOW, LIKE & TRUST FACTOR

I want you to share at least five random, fun facts about you.

TIPS & HINTS

If your business is a brand, and there is no personal face to your brand, it can be three random fun facts about the brand instead of three random fun facts about YOU.

FEELING STUCK?

Here are some examples:

(remember if you're a brand, you can turn the "I" to "we"...)

I feel lost when I don't _____ for a while

I love _____

I'm afraid of _____.

My favourite place in the world is _____.

My guilty pleasure is _____

My biggest pet peeve is _____

Before I die, I want to _____

One thing I do every day is _____

I was born in _____

Not many people know that _____.

PROMPT 18

This is an authority adding value post

TODAY IS ALL ABOUT SHARING YOUR EXPERTISE

I want you to talk about a problematic situation that your clients regularly find themselves in, and walk them through how you, as the pro, would deal with it.

Note: The situation or problem should be specific to what you do!

TIPS & HINTS: HAVE FUN WITH THIS!

Remember – you're building a relationship with your followers.

And a relationship involves showing up, time and time again, expecting nothing in return. It can be scary to put yourself out there but when you start seeing it as a way to have fun and be creative, people can feel the difference in how you show up!

Here is an outline you can follow:

Share the problem your clients typically face

Share why you think this is a problem

Share how they can solve this problem, step by step [if it helps, create an outline]

FEELING STUCK?

Here are some examples: If you're a personal stylist, maybe you share with people how you'd go about choosing an outfit to wear that day. OR how to choose the *right* outfit to buy for an event.

What things do they need to keep in mind? How would YOU do it? Remember: give away as much value in this post as you can!

If you're a photographer, maybe you talk about when your ideal client wants to get that PERFECT group photo without making it awkward.

If you're an energy expert, maybe you talk about how to control your energy in the midst of a conflict with a loved one.

If you sell a physical product, talk about some problems that people typically face when buying your type of product.

PROMPT 19

This is a creative post

TODAY IS ALL ABOUT EXPERIMENTING CREATIVELY ON YOUR FB & INSTAGRAM STORIES

I want you to tell a story by only posting photos and text.
Think of your day today. Where will you be? Who will you see? What will you be doing?
What story could you tell that would be brand-building today?
And how could you tell it using pictures and text only?

TIPS & HINTS:

As you go through your day, take photos and post them to Instagram/FB Stories.
Feel free to use text to help tell the story.

Remember a good story has a beginning, a middle and an end. Prompt engagement at least once with a poll!

FEELING STUCK?

Sometimes even the most basic stories can have the highest engagement.
Think: it can either be the story of your day, the story of how you designed your logo, the story of how you met your husband, the story of how you learned to do what you do, the story of your happiest client ever, or the story of your biggest transformation.

The story can be whatever comes to you easiest today but it must be told using photos and text only!
Get creative!

Remember: Once you're done with today's story prompt, you can go back to sharing stories & videos as you normally do. This prompt does not have to be your only story for the day!

PROMPT 20

This is a know, like & trust post

TODAY IS ALL ABOUT BUILDING YOUR KNOW, LIKE & TRUST FACTOR

I call today's prompt; "The 3Essentials I can't live without."

I want you to share three items you have at home (that are not something you sell) that are super important in supporting you in your everyday life.

It could be an app on your phone, a water bottle to make sure you're drinking enough water, your yoga mat, a book or magazine that inspires you, your daily planner – ANYTHING.

TIPS & HINTS:

Think: What tools, items, apps, or services do you use that really support you day-to-day? Share these in a fun and unique way that lets people in on who you are, what matters to you, and in a

way that could even be beneficial to them!

FEELING STUCK?

Here are some examples:

"GOOD MORNING PEOPLE!" "Do you want to learn three things I can't live without?"

(poll: yes or no)

Firstly - my ___*insert item here*___because ___*insert reason here*___

Show some pictures or videos of it and how it works

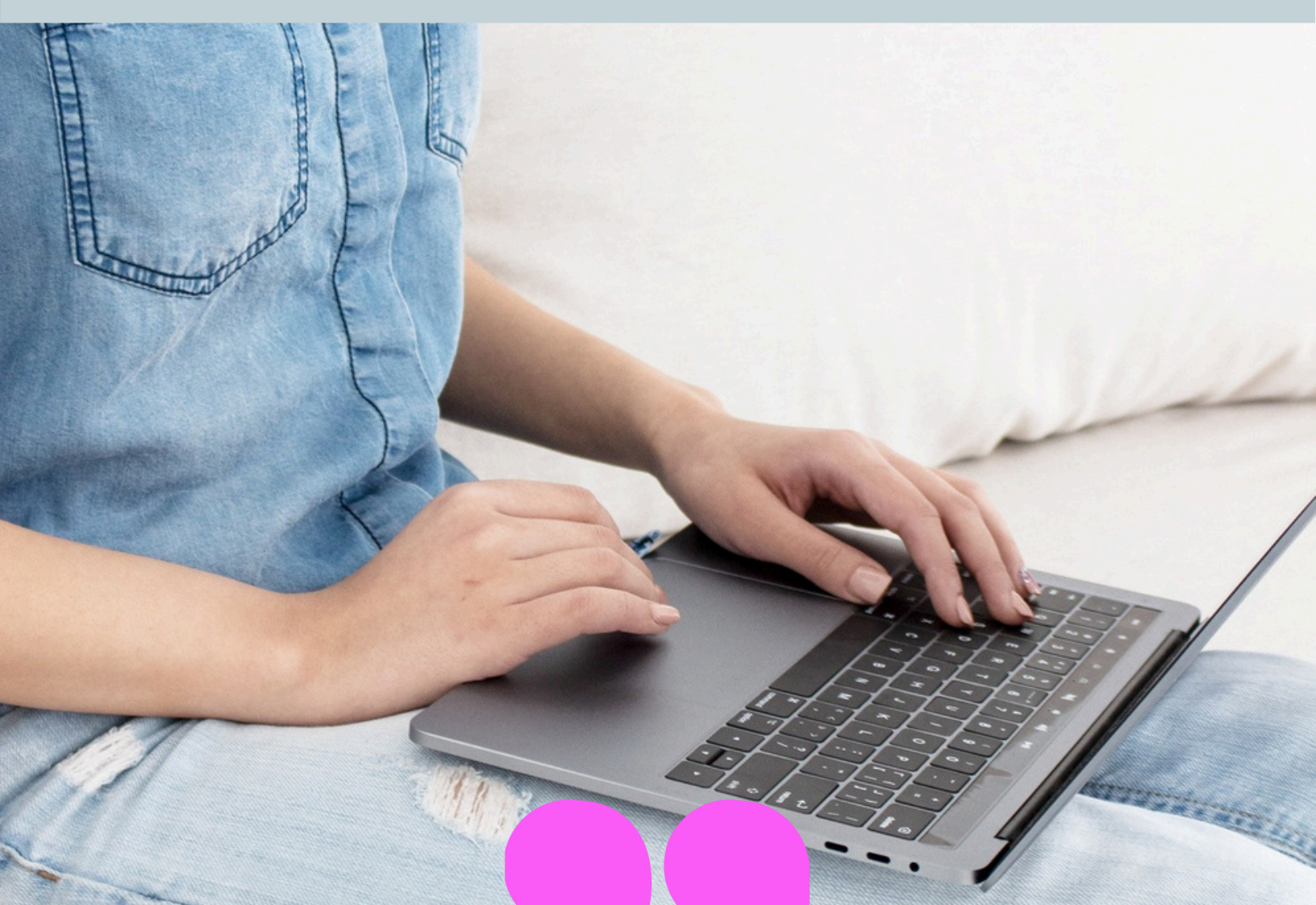
Secondly - my ___*insert item here*___because ___*insert reason here*___ Show some

pictures or videos of it and how it works

Thirdly - my ___*insert item here*___because ___*insert reason here*___

Show some pictures or videos of it and how it works

Now ask them to share one thing with you that they can't live without!



*We cannot solve our problems
with the same thinking that we used
when we created them”*

-ALBERT EINSTEIN

THANK YOU

Thank you for downloading and (hopefully) using all my post and story prompts! I really hope that this book will make your content creation for your business a much easier process for you.



If you enjoyed these prompts and want help turning your content into paying clients, start with my short training:

Soul Client Foundations

Inside this training you'll learn:

- How to choose a niche that actually buys
- How to identify your soul client
- How to create content that attracts them

Access the training here:

www.clareharvey.com/soulclientfoundations

