30 Days of Fill-in-the-Blank Social Media Posts

Take the Guesswork Out of Social Media with These Content Prompts

Platform University
It’s time to take the guesswork out of what to post. If you use a social media scheduler like CoSchedule*, this 30-day guide is going to help you populate an entire month of social media posts for your followers.

**Primary & Secondary Platforms**

We always recommend that platform-builders start with a primary social media account that they create content for. For us, this is Facebook. It’s the best place for us to engage with our followers and share valuable content.

While you are creating content for your primary social media platform, you can easily repurpose that content for your secondary platform. For you that might mean adding a picture and posting it on Instagram or trimming it down and posting it to Twitter.

In this workbook, we’ll assume that you are following the primary and secondary rule: create content for one social media platform and repurpose that content for a second platform. Once you feel comfortable posting to two platforms, expand and start creating content for a third and maybe even a fourth platform.

You can reuse this 30-day guide every single month to fill your content calendar and generate fresh posts for your audience.

**Images**

At Platform University, we use Adobe Stock Photos* but if you are looking for quality free photos we recommend unsplash.com or pixabay.com. Just be sure to adhere to their licensing policies.

*These are affiliate links.
Day One
Recommend one of your favorite books to your followers.

Example: Have you ever read _____? It’s one of my personal favorites!

Day Two
Share one of your most popular blog posts. Don’t worry if it’s been read by most of your followers. Popular posts tend to do well, even if you share them multiple times.

Example: This post has been read and shared thousands of times. It’s still on of the best pieces I’ve ever written.

Day Three
Share a quick-win tip. This could be how you organize your workflow or what your daily work rhythm looks like. Solve a problem quickly and easily for your followers.

Example: Still struggling to prioritize your health? Here are my top 5 tips you can start practicing today.

Day Four
Give a shout-out to someone you admire. Perhaps this is another blogger or influencer in your space. Don’t worry about competing for your audience’s attention. If you give your readers value,
Day Four (continued)

Example: I love what Michael Hyatt’s discussing in his online magazine this week. How many of you are reading it?

Day Five
Post a micro-blog describing a pivotal moment in your life or career. Take this moment to be vulnerable. Don’t assume everyone knows your story just because they follow you.

Example: When I first started blogging I had no idea what I was doing. I was truly lost. But you know the saddest part? I didn’t set any goals for myself. I was just throwing darts at a dart board … in the dark. I had no clue what I wanted my blog to be or where I wanted my platform to take me. When people approach me and ask me for my blogging advice, I always ask them this crucial question: Why? Why do you want to do this? Is it for money? Fame? Hobby? You’ve got to nail that part down first before you go any further. Write it down. Ask yourself where you want to be with your blog in five years.

Day Six
Share a candid picture of what you’re doing now. Writing a new blog post or working on a project? Tease it with a photo.

Example: My desk today … can you guess what I’m working on?
Day Seven
Ask a question. People love to offer their opinions.

*Example: Ever been to San Diego? Tell me your favorite restaurants! What should I see before I leave town?*

Day Eight
Post a link to your most recent blog post.

*Example: Five times I should have listened to my mother. I’m dishing it all on the blog.*

Day Nine
Give a behind-the-scenes sneak peek. People love to see what you’re working on—especially before it’s public!

*Example: Which book cover do you guys prefer? I can’t believe this is actually happening! Tell me your pick below.*

Day Ten
Recommend a tool or resource that’s been helpful to you.

*Example: I’ve been using Canva for the last three years to do quick designs for social media. What a life saver!*
Day Eleven
Recommend a podcast you love.

*Example: I don’t miss a single episode of ______________. What’s your top podcast right now?*

Day Twelve
Post a micro-blog describing a big failure in your personal or work life. Again, take a moment to be vulnerable with your audience. That resonates with your readers and let’s them know you’re trustworthy.

*Example: I’ll never forget the day I was fired. It was my first job out of college and I had no clue it was coming. I thought I was some kind of super star! It’s funny to think about it now, but it actually sent me into a spiral of depression and anxiety. It took me years to recover, but in the end it made me a better employee, father, husband, and friend.*

Day Thirteen
Share a recent blog post that resonated with you and open it up for discussion with your followers.

*Example: I don’t know how I feel after reading this recent post. What are your thoughts? Which path would you choose if you faced the same intersection?*
Day Fourteen
Introduce yourself to your new followers. Sometimes random followers find you and start following along even if they don’t know a lot about you. Introduce yourself as if you’re meeting them in-person for the first time.

Example: It’s time for Friday introductions. If you just stumbled on my profile, let me take a minute to introduce myself …

Day Fifteen
Ask for help solving a problem. People love to offer help to someone they admire and look up to.

Example: How do you organize your workday for maximum productivity? I find myself scrambling in the afternoons to get everything done. What’s your secret?

Day Sixteen
Post a microblog about a big problem you had and how you solved it.

Example: I used to struggle with waking up early every morning. I just could not get out of bed. Then one day, it clicked for me …
Day Seventeen
Share something personal, maybe a family photo. This lets your followers get to know you on a personal level.

*Example: We recently took a family trip to Colorado! Breathtaking views, amazing company, and incredible food. What’s your favorite vacation spot?*

Day Eighteen
Ask your audience a multiple-choice question. Facebook allows you to use polls, but you can also ask your audience to respond with a letter or emoji that corresponds with an answer.

*Example: If you had to choose one way to consume content for the rest of your life, what would you choose? A. Podcasts B. Blogs C. Books D. Magazines*

Day Nineteen
Post a TBT (Throw-Back-Thursday) to a big event. These are always fun!

*Example: TBT to my first job out of college. I was truly dressing to impress.*
Day Twenty
Tease your email content. Are you sending an important email later in the day? Let your followers know they can sign up to get more helpful tips and advice from you.

*Example: I’m sending an email tomorrow and it’s full of my best time-saving hacks. I’d love to share it with you, but you need to be on my list. You’ll want this PDF so pop over and subscribe now.*

Day Twenty-One
Share a testimonial from one of your readers or followers. Did someone love a recent blog post? Ask permission to quote them and do a little humble-brag by sharing it on social media.

*Example: I love getting comments like this. It reminds me of why I do what I do! “When I read this post, a lightbulb went off! I’ll never look at the mundane tasks of my job ever the same!” —Maria from Kentucky*

Day Twenty-Two
Share a discount or promotion your followers would appreciate. If you’re going to post an affiliate link, make sure you make that fact clear.

*Example: My favorite book is just $.99 on Amazon right now! (Affiliate link below.)*
Day Twenty-Three
Share a fun fact—personal or business.

Example: Every Friday I come to the same coffee shop. I buy myself a cup of tea and something yummy (and full of sugar!) then I dive into my weekly review. What did I love? What did I hate? I write it all down. What should my priorities be for next week? How well did I manage last week? It’s been a lifesaver for me, personally and professionally.

Day Twenty-Four
Share one of your favorite and inspiring quotes.

Example: “The only person hold you back is YOU. No more excuses. It’s time to change and take your life to the next level.” — Tony Robbins

Day Twenty-Five
Post a micro-blog about a time you stepped out of your comfort zone and what happened because of that.

Example: At the age of 25, I was unemployed, and I dreaded the thought of going back to work full time in an office for a boss who didn’t care about me or my success. I wanted to do my own thing and achieve true work life balance. Around that time I had a friend making a living with his personal blog. I was intrigued ...
Day Twenty-Six
Share why you do what you do. What motivates you?

Example: I love connecting with my readers. Yesterday I had a woman approach me at my favorite coffee shop. She’d read my blog and told me specifically how one post had changed her outlook on the topic. It’s those conversations that make me feel beyond grateful I get to do what I do. And it’s the reason I keep doing it.

Day Twenty-Seven
Answer a question. Chances are, if one person asked you, someone else is curious too. Answer their question via a social post and tag them if you can.

Example: I got an email this morning: “How can I get more views on my blog posts?” I know many of you probably have that question. So here’s what I told her …

Day Twenty-Eight
Share a free resource from your blog. People love free!

Example: Curious about how you can master social media? I’ve got a free pdf that’s going to change the way you approach posting on Facebook, Instagram, and Twitter. You can download it here.
Day Twenty-Nine
Ask your followers their opinion about your website or content. Do they like this color scheme or that logo better? It’s a great way to boost your engagement.

Example: I’m toying with the idea of redoing my logo. I’m ready for a change. Which of these do you like the best?

Day Thirty
Recommend a social media profile you follow that your fans might like also. This is a good way to make a connection with another influencer in your industry. If you recommend them, maybe they’ll recommend you.

Example: True story. Any time I’m frustrated with my goals, I pop over to Michael Hyatt’s magazine to read what inspiration he has waiting for me there. He never disappoints!