



180+
**SOCIAL MEDIA
PROMPTS
AND QUESTIONS**





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1. **Introduce yourself!** Tell people what you do, who you serve, and any fun facts that new followers should know about you right away. Pro-tip: don't assume that your followers know who you are! Periodically re-introduce yourself to followers as your account grows.
 2. **Share how your prep for the work week** – Do you meal plan? Do you create your to-do list on Sunday nights? Do you use a paper planner or keep things digital? Tea or coffee? A quiet night at home with a book or out on the town with friends?
 3. **THIS OR THAT:** Snapchat or Instagram stories?
 4. **THIS OR THAT:** City or country?
 5. **THIS OR THAT:** Mountains or beach?
 6. **THIS OR THAT:** Are you a saver or a spender?
 7. **THIS OR THAT:** Margaritas frozen or on the rocks?
 8. **THIS OR THAT:** Wine or beer?
 9. **THIS OR THAT:** Pepsi or Coke?
 10. **THIS OR THAT:** Are you a night owl or an early bird?
 11. **THIS OR THAT:** Do you like country or rock n' roll?
 12. **THIS OR THAT:** Salty snack or sweet treat?
 13. If you could only have one app on your phone, what would it be?
 14. If you could only listen to one genre of music, what would it be? What one thing do you hope to accomplish this week?


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18. **What is one food you could not live without?**
 19. **Let someone on your team do an Instagram takeover** to show what a day in their life is like. Pro-tip: this works best on Instagram stories, but you should announce the takeover in a post so that your followers make sure to watch it!
 20. **Show how your product / service** could be the perfect holiday present or the perfect investment for a particular time of year.
 21. **Ask a “this or that” question** – this is an easy way to poll your audience, get feedback, and get more engagement. Pro-tip: use the poll feature on Instagram stories to do quick surveys!
 22. **What are 25 common questions** people ask you about your business, product, service, or area of expertise?
 23. **If you could wave a magic wand** and change one thing for your audience — what would it be and why?
 24. When it comes to your area of expertise, what specific mistakes are you constantly educating people about?
 25. **If you could run away** for a day and do anything you want, what would you do? If you could retire tomorrow, what would you do?
 26. **If you could star in any TV show** throughout history, what would it be and who would you be?
 27. **If you could only eat one thing** for the rest of your life, what would it be?
 28. **If you won the lottery**, how would you spend the money?
 29. **What five things** could you not live without?
 30. **If someone gave you \$1,000**, how would you spend it?
 31. **If you were in a band**, what instrument would you play?





32. **If you were a superhero, who would you be?**
33. **If you could travel anywhere for free, where would it be and why?**
34. **If you could interview one person in your field, who would it be?**
35. **What false beliefs keep people from working with a business like yours?**
36. **What three books do you wish every one of your customers would read and why?**
37. **What expensive or heartbreaking mistakes do people often make when working with someone like you?**
38. **What are signs that someone is getting a good deal, product, or service in your area of expertise?**
39. **What are you most thankful for today?**
40. **What is the best thing to do in your hometown?**
41. **Who do you admire the most, and why?**
42. **What are signs that someone is getting a bad deal, product, or service in your area of expertise?**
43. **How might someone save money, time, or effort by working with a business like yours?**
44. **Write a checklist your audience could use to produce an outcome they really want.**
45. **What are the top five hurdles people experience around your topic, product or service area, and what are the best ways to overcome them?**
46. **What's the most common misconception about your industry?**
47. **What breaks your heart about what you do?**
48. **What lights you up about what you do?**

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48. **What's your industry's** biggest controversy right now? Share your opinion.
 49. **Who's your mentor?** What lessons did he or she teach you?
 50. **What industry terms tend** to confuse people, and how can you explain them in a way that's really easy to understand?
 51. **Write a myth vs. fact post about your profession.**
 52. **What's the weirdest thing anyone's said or asked about your business?**
 53. Is there anything you thought you could never achieve in your career or business... but you did?
 54. **What's the most important** piece of advice you've received about your career or business?
 55. **What do you tell yourself** you "can't" do?
 56. Are you right? What's one positive thing someone said to you that changed your mind about something?
 57. **What are three major changes** you've noticed in your industry this year and why is that important for your audience?
 58. **Who do you look up to** in your industry and why?
 59. **What was your first big personal** or company failure and what did it teach you?
 60. **Which industry experts could** you interview that would bring even more insight?
 61. **What predictions** do you have for where your field or industry is going?
 62. **What is your all-time favorite book?**
 63. **What is your favorite travel destination?**
 64. **What is your favorite time of the year?**

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- 65. What is your favorite holiday?**
 - 66. Who is your favorite Disney character and why?**
 - 67. What is your favorite TV show?**
 - 68. What's a struggle you've overcome?**
 - 69. Fill in the blank: My favorite blog is _____.**
 - 70. Fill in the blank: I'm inspired by _____.**
 - 71. Fill in the blank: My favorite social network is _____.**
 - 72. Fill in the blank: My all-time favorite book is _____.**
 - 73. Fill in the blank: If I could be anywhere right now, it would be _____.**
 - 74. Would you rather have 5 close friends or 10,000 Facebook friends?**
 - 75. Would you rather have \$100,000 in real money or \$1,000,000 in Amazon gift cards?**
 - 76. Would you rather be famous or the best friend of someone famous?**
 - 77. Would you rather have free Starbucks for a year or free iTunes music forever?**
 - 78. What is your biggest fear?**
 - 79. What is your ideal vacation in one sentence?**
 - 80. What was the last thing you got really excited about?**
 - 81. What is your superpower?**

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82. **What famous person** in history would you love to meet?
 83. **What is the best compliment** you have ever received?
 84. **What is your ideal date night?**
 85. **Would you rather have 100K Facebook followers or 100K Twitter followers?**
 86. **Would you rather hike a mountain or lay on the beach?**
 87. **Would you rather have to sit all day or stand all day?**
 88. **Would you rather have a personal chef or a maid?**
 89. **What's the biggest mistake** you've made recently and what did you learn?
 90. **What do you wish** your younger self, what would you say?
 91. **What's a struggle** you're having right now that your audience could relate to?
 92. **What moment in your life** changed everything? [or, fill in the blank. Everything changed when _____.]
 93. **What time in your life** makes you wonder, "What was I thinking?"
 94. **What's the hardest** decision you've ever made? Write about a time you faked something. What's the best investment you've ever made?
 95. **What's the worst** investment you've ever made?
 96. **What's the most** difficult conversation you've ever had?
 97. **Write about a time** when you should've said "no" but didn't.
 98. **Write about a time** when you should've said "yes" but didn't.
 99. **What's the worst** injury you've ever had?

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- 100. What's the most expensive lesson you've ever learned?**
 - 101. Have you ever done something** ridiculous to fit in with a group of people?
 - 102. Finish the sentence:** "I'm still embarrassed about _____."
 - 103. Host a giveaway contest** (for a subscription, a gift card, an Apple Watch, etc.,) ensuring that you collect e-mail addresses
 - 104. Post hints about** an upcoming product release, using photos or hashtags to boost the anticipation (think: movie trailers!)
 - 105. Ask followers to "Like" or "Share"** your best promotional posts
 - 106. Post special** coupon codes or incentives for your followers
 - 107. Occasionally post** case studies demonstrating your company's value
 - 108. Have you ever had** a friend who wasn't good for you? What strengths do you see in other people that you wish you had?
 - 109. What are weaknesses** you have that you're always working on?
 - 110. Share a detailed behind-the-scenes** about your typical day.
 - 111. What are you loving lately?**
 - 112. Could be a single** recommendation or a themed list. Are you obsessed with a book, or quote right now?
 - 113. What about it resonates** with you?
 - 114. Roundup links to your** favorite posts on a single topic or during a single week and tell us why we should read them.
 - 115. Write about the tools** you use (in your business or life) every day.
 - 116. What five could** you never live without?

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117. **What Twitter profiles/blogs/podcasts** do you think everyone in your field should follow?
 118. **What's the best purchase** under \$20 that you made in the last 30 days and why?
 119. **What resolution** do you make every year?
 120. **Which apps** could you not live without?
 121. **When/where** do you get your best ideas?
 122. **What five industry-specific** books would you recommend to your audience?
 123. **What's your most** important habit?
 124. **What's the most** interesting piece of scientific research you've read recently?
 125. **If you could put anything** on a Times Square digital screen, what message would you share and why?
 126. **You have three wishes** from a genie. What are they?
 127. **If you had half the time** to do your job, what tasks would you delegate or get rid of completely?
 128. **If you could choose** one age to be for the rest of your life, what would it be and why? If someone wanted a career like yours, what would you tell them?
 129. **If you had all your financial** needs taken care of and never needed to earn another dime, what would you do?
 130. **If you could teleport** to one place in the world, where would it be?
 131. **How would you survive** during a zombie apocalypse?
 132. **If you knew you had** three months to live, how would you spend them?
 133. **What's on your bucket** list and why?



- 149. What habit would you most love to magically acquire?**
- 150. If you could pick a superpower, what would it be?**
- 151. What natural talent do you most wish you had?**
- 152. What movie can you recite by heart every time it's on TV?**
- 153. Do you remember a commercial from your childhood? What was it for, and why did it stick with you?**
- 154. "What do you love about your current [gym, recruiting software, SEO strategy]?"**
- 155. "What do you wish you could change about your [cable provider, grocery store, workflow]?"**
- 156. "What drives you crazy about [working out, commuting to work, buying a car]?"**
- 157. "What's the hardest part of [losing weight, finding love, growing your business]?"**
- 158. How many times in your life have you moved? What did you learn from it?**
- 159. What's your earliest memory around money?**
- 160. Can you remember the first dream you had?**
- 161. Who was your childhood best friend? Are they still in your life?**
- 162. What teacher do you remember the most, and why?**
- 163. Do you have any superstitions?**



164. **If you could interview** one person in your field, who would it be?"
165. **“What’s one nice thing** you could do for somebody in your life today?"
166. **“If you won** the Powerball lottery, how would you spend your winnings?"
167. **“What would you like** to tell your 5th grade self?"
168. **“What five things couldn’t** you live without?"
169. **“What do you think about** [some recent news event in your industry]?"
170. **“Who is your favorite superhero** and why?"
171. **“What one decision in your** life would you like to go back and change?"
172. **Who or what was your** first love and why?
173. **What’s your favorite** meal and why?
174. **What family photo do** you remember best? Describe it and what it makes you think about.
175. **Do you have a favorite day** of the week? Why?
176. **Do you consider yourself** “lucky”? Why or why not?
177. **Do you have a great,** totally useless skill?
178. **What did you want to be** when you grew up?
179. **If you could invent anything,** what would it be?
180. **Tell us what’s on your** bedside table right now.



181. What's the wildest story you always tell at parties?

182. What makes you happy every time you see it?

183. An industry statistic and explanation that's actually interesting to outsiders A quote from a leader in another industry that inspires your business, and a short sentence or two about how it inspires your company

184. A quote from a competitor you agree or disagree with

185. A beautiful, inspiring, or adorable photo that's relevant to your business's mission

186. A viral video from another source that relates to your business in some way

187. A funny meme that's industry-relevant and speaks to industry insiders

188. A news article, along with a little blurb about what you think it means for your industry

189. Quick tips and how-tos on topics relevant to your brand, product, or industry – infographics are particularly good