

20 post ideas to help you build your personal brand

Personal posts

1. **Introduce yourself** – starting a new role or after a promotion
2. **A personal challenge** – and how you have overcome it
3. **Your wins** – help others to apply those same strategies
4. **Your losses** – show your authentic self
5. **A life event** – and how it impacted you

Value posts

6. **A whitepaper** – relevant to your market
7. **Survey** – relevant to your market
8. **A *good* poll** – relevant to your market
9. **5 tips for (x,y,z)** – expertise highlighted
10. **A recent blog** – of interest to you

Company posts

11. **A problem you solve** – not too 'salesy'
12. **Information on partnerships** – opportunity to get credibility
13. **Testimonials** – the successes
14. **Videos** – with subtitles, square
15. **Events** – in person, webinar etc.

Industry posts

16. **Recent articles** – within the last 7 days
17. **Hot news** – relevant to your market
18. **Your opinion on X topic**
19. **Your opinion on a market change**
20. **Advice for people entering the market**

More detailed examples:

Post Example 1 – The Opinion:

- 1.Thought-provoking, opinionated question (get them to read more)
- 2.Some context on why you've asked the question (e.g. share personal story)
- 3.Build out your argument with an opinion (e.g. a statistic/ quote if using an article)
- 4.Express your expertise with e.g. of the better way of doing things
- 5.Sign-off with a statement or question to encourage engagement

Post Example 2 – The Shoutout:

1. A brilliant post/ point/ opinion/ quote/ article from [insert name] outlining [insert their opinion]
2. I completely agree/ disagree with [insert name] and think [add your opinion]
- 3.Sign-off with e.g. what do you think?

Post Example 3 – The Sales Conversation:

1. I had an interesting conversation with [insert name or job title] this week about [industry problem]
- 2.Express your opinion on the topic
- 3.How you/ your company can help to overcome these challenges
- 4.Sign-off with e.g. drop me a message

Post Example 4 – The Feeling:

1. I'm enjoying work/ I've achieved something/ I've run a marathon/ I'm proud of [insert the feeling]
- 2.Some context on the change and how it's affected you
- 3.Sign-off with e.g. check out the link below for marathon donation

Post Example 5 – The Testimonial:

1. It's always great to hear [success/ review] from [name/ company]
2. How you helped to overcome the challenges for [name/company]
- 3.Sign-off with e.g. drop me a message to find out more

Post Example 6 – The List:

1. [number] of things I wish I knew/ tips for/ tools for [subject]
- 2.Insert in a numbered list
- 3.Sign-off with e.g. anything I've missed?