



Social Media Idea Generator

For Interior Designers

What You Need to Know

In today's world, having a social media presence is important as a business owner, especially in a visual industry like Interior Design. That's why I'm so excited you now have my Social Media Idea Generator.

The purpose of this document is to give you an array of ideas that will spark inspiration for any and all of your social media postings. Ideas for authentic posts that are meant to attract your ideal clients. These can be used for your Facebook Personal Page, Facebook Business Page, Instagram, LinkedIn, Pinterest, Blogs, and more.

Social media is for socializing, creating relationships, showing your expertise & your personality. This can & will attract more clients if it's done right. This PDF is a brain dump of ideas; some will be authentic to you, and some may not. With the help of this list, you'll never be stuck staring at a screen trying to decide what to post.

The last page of this document is a blank calendar - you can print one, or twelve. I recommend printing at least two in order to plan two months content at a time.

What You Need to Know

First, here is a brief overview of each social media platform and overall content strategy considerations.

- You will want to establish six to ten different posting topics that you rotate. Do not make 100% of your posts about business. Examples: Post about your pet(s), your child(ren), your motherhood, marital-related topics, motivational topics, travel, etc.
- High quality photographs are always best, but if your phone is all you have, then start there!
- Use your own pictures as often as possible. However, if you need to use stock photos, there are free sites such as **Unsplash, Canva, and Pexels**.
- Remember your audience wants to see you, whether that's occasionally on your Instagram or Facebook feed, in your Instagram or Facebook stories, or on a live broadcast here and there. They want to be able to put a face to the personality they are reading about in your posts.
- There are FREE websites such as **Planoly** and **Tailwind** that allow you to write and schedule posts. This means you can sit down and plan as many posts as you want in one day, and they post automatically to your social sites.

What You Need to Know

- Keep in mind that you don't need to be everywhere all the time. Also, studies show only about 4% of your network will see any given post, which means the content of your Facebook post can also go on other platforms. Content re-use will save you time!

Your Personal Facebook Profile

Posting on your personal profile will often get you the most interaction. This is a great place to keep people up-to-date on your activities and show personality. People have to know what you do in order to hire you or refer business to you. I recommend posting on your personal profile at least 4-5 times per week with 1-2 posts that are business activity-related.

Facebook Business Page

This is also a great location for posting personal and business activity and is necessary if you ever want to run a Facebook Ad. This is where you can make offers and promote yourself. Without paying for ads, or doing live videos, your business page won't get a lot of views, however, post there so if someone looks you up, you look like the active business that you are.

What You Need to Know

Pinterest

This platform is technically not social media, it's a giant search engine and can be very powerful for driving traffic to your website images and blogs.

People are more likely share on Pinterest than any other site, allowing your content to be seen more often through the sharing of pins among users.

Instagram

Instagram is great for showcasing your talent and with the proper hashtags, can be good for organic reach and for building a community. Since it is owned by Facebook, they are starting to move toward paying for ads as well. This may be appealing at some point in order to grow quicker.

Since Interior Design is highly visual, this is an ideal interface to showcase your work.

Each post can have 30 hashtags (#). Hashtags can be varied but don't forget to also relate them to where you live. For example: #newjerseydesigner, #eastcoastliving, #interiordesignjersey, and #jerseylivingroomdesign. I recommend posting 4-5 times a week.

What You Need to Know

LinkedIn

LinkedIn is really good if you are looking primarily for professional clients. If your ideal client demographic is other businesses or executives, LinkedIn allows you to easily network with them. You can showcase your work through posts, articles, and images. I recommend posting to LinkedIn 1-2 times per week if it is part of your social media strategy.

Twitter

While Twitter is an easy way to communicate directly with your clients and is a good outlet for customer service, social media strategists often suggest making it the last frontier in your social media action plan. For most Interior Designers, I would not recommend it.

Blogging on Your Website

I encourage all of my clients to blog for their websites. These blogs or articles will help your SEO. SEO is an acronym for Search Engine Optimization. It basically means it will help you rank higher and be found by google. Blog posts allow you to showcase your work, share your knowledge, and connect with your audience.

Personal Content Ideas

- Inspirational quote (yours or from another)
- Recent vacation
- Favorite past-time
- What are you reading?
- Favorite testimonial with a humble statement like “always makes me happy”
- Share 3-5 fun facts about you to show your audience who you are beyond a designer
- Why did you start your business?
- Ask for recommendations for a movie, book, app, music, etc.
- Host a giveaway
- Offer an opt-in for an informational PDF
- Share another account photo (give all credit to them, providing all the info you would want given if someone used your photo)
- Ask your audience how they found you

Personal Content Ideas

- Morning / bedtime routine
- Favorite meal
- New favorite recipe
- Share a struggle or victory
- Ask your audience what they want to learn from you
- Your favorite workout
- An amazing wine or spirit you discovered
- Netflix must-watch show
- Highlight a favorite game, toy, or doll from childhood
- One thing you absolutely can't live without
- Childhood story or memory
- Share something fun that happened to you personally
- Ask your audience a question like "what brings you joy" or "Are you doing anything fun this weekend"

Holiday Content Ideas

1st Quarter

- New Years Day (1/1)
- Trivia Day (1/4)
- Popcorn Day (1/19)
- Martin Luther King Day (3rd Mon of Jan)
- Groundhog Day (2/2)
- Superbowl (your plans, who you're rooting for, etc.)
- Valentine's Day (2/14)
- Leap Year (2/29)
- Employee Appreciation Day (1st Fri of Mar)
- First day of Spring (3/20 or 21)

2nd Quarter

- April Fool's day (4/1)
- Arbor Day (last Fri of Apr)
- May Day (5/1)
- Mother's Day (2nd Sunday)
- National Wine Day (5/25)
- National Macaroon Day (5/31)
- Memorial Day (last Mon of Jun)
- Donut Day (6/7)
- National Flag Day (6/14)
- First day of summer (6/20 or 21)
- Father's Day (3rd Sunday)

Holiday Content Ideas

3rd Quarter

- Independence Day (7/4)
- Nat'l Night Out (1st Tue of Aug)
- National Dog Day (8/26)
- Labor Day (1st Mon in Sept)
- Patriot Day (9/11)
- First day of Fall (9/22 or 23)

4th Quarter

- Halloween (10/31)
- Election day (1st Tue of Nov)
- Thanksgiving (4th Thurs of Nov)
- Black Friday (Fri after Thanksgiving)
- Small Business Saturday (Sat after Thanksgiving)
- Cyber Monday (Mon after Thanksgiving)
- First day of winter (12/21 or 22)
- Hanukkah (starts on Hebrew calendar 25 Kislev)
- Christmas (12/25)
- Kwanzaa (12/26-1/1)
- New Year's Eve (12/31)

Holiday Content Ideas

Month-Long Themes

- February Heart Month
- February Black History Month
- March National Women's History Month
- April Lawn and Garden Month
- June LGBT Pride Month
- October Breast Cancer Awareness Month
- November- Movember (men's health)

Specific Holiday Ideas

- Easter or Spring Tablescape
- Summer Tablescape
- Halloween decor
- Fall Tablescape
- Winter Tablescape
- Christmas / Hanukkah Tablescape
- New Year's home design Resolution Statement
- Fireplace decorations for all the seasons and holidays
- Front porch decorations for all the seasons and holidays
- "Kid proof" decorations for all the seasons and holidays
- DIY decorations for all the seasons and holidays
- Storage tips and tricks for holiday decorations
- Tips and tricks for non-overwhelming decorating

Design Related Content Ideas

- Show your finished jobs
- Highlight favorite past jobs
- How to make a good color decision
- Three ways to re-purpose your grandmother's artwork
- Tips for starting or managing a renovation?
- Three simple tricks to choosing lighting
- Examples of high/low design concepts
- Ideas for a man/woman cave
- Making a guest room welcoming
- A powder room doesn't have to be boring
- Before and after photos
- Progress pictures
- A video walking them through a project
- Renderings/floor plans
- Outdoor living space

Design Related Content Ideas

- The latest kitchen design elements
- Front doors that are amazing
- Front porch furniture/décor
- The latest in knobs, fixtures, home gadgets, etc.
- Bathroom vanity choices and why
- The latest in kitchen cabinet innovations
- Smart home ideas with purpose
- Why everyone needs remote blinds
- Different greenery for inside Mudroom design and storage
- Design styles beyond "farmhouse"
- Color pallets for kids rooms, kitchens, bathrooms
- A testimony from a client

Practical Tips for Homeowner

- Three principles for choosing accessories
- How to measure a window for blinds
- Three mistakes people make in choosing a sofa
- Five tips to improve the flow of your kitchen
- Storage ideas for your garage
- Creative laundry room storage ideas
- Organizing linen closet
- Clever ways to store kid's toys
- The fabric that goes inside and out
- Tips for putting your house on the market
- What to consider when choosing window treatments
- How to dress corner windows
- How to choose a curtain rod
- Bathroom storage ideas
- Bedding considerations you don't want to miss
- How do you know if you can fit a king-size bed in your bedroom?

Practical Tips for Homeowner

- Five ways to make your bedroom romantic
- How to keep your home office looking sleek and organized
- Get the curb appeal by doing this....
- What is the proper height for art in your home?
- Are throw rugs for you?
- Three wood floor ideas and why you would choose them
- Making your home better for aging parents
- Questions to ask before hiring an Interior Designer
- Picking light fixtures for your home
- How to design a gallery wall
- Projects you can DIY vs. ones you should have a designer for
- Color do's and don'ts

More Ideas to Keep You Inspired

- If you go to market, industry events, etc., share your takeaways, something fun you did there, what you learned
- Have staff? Highlight them together or individually
- Share updates to your website
- Share a behind the scenes office process
- Give shout outs to furniture companies
- Thank a trusted member of your design team. ie: workroom or installer
- Share a favorite picture while in a store
- Share the shopping experience at a store
- Share a "Day in the Life" of you
- Highlight products from designer showrooms and explain why you love them

More Ideas to Keep You Inspired

Ask questions that get them thinking:

- If you could change one thing in your home right now, what would it be and why?
- What's your absolute favorite item in your home?
- Do you have a furniture hand-me-down from your grandparents? If so, what is it?
- Are you a shower or a tub person?
- Do you prefer a shower curtain or a shower door?
- If there were no boundaries or other people to consider, what color would you paint your bedroom?

SUN	MON	TUE	WED	THU	FRI	SAT