



101+ SOCIAL MEDIA PROMPTS

INCREASE YOUR ENGAGEMENT AND ATTRACT QUALIFIED LEADS
ON INSTAGRAM + FACEBOOK

CHANGEMEDIACO.COM

ABOUT ME



hi there, i'm leanna

I help business owners scale their business through digital marketing so they can have more time, money, + freedom.

After founding successful businesses over the years, including a digital marketing agency helping over 52 small businesses, I decided to turn my attention over to building a social media platform for real estate professionals.

In fact, our membership, Change Media Co. is the fastest growing marketing membership for RE pros in the USA.

I wanted to create this resource to help you increase your engagement and attract qualified leads on social media.

Also, if you use any of the prompts below, I'd love for you to take a picture, tag me @mrsleannacarson + @changemediaco on your IG stories, and I'll re-share!





LIKE, KNOW, TRUST

The prompts I am sharing below will help you increase engagement by building your brand awareness using the LIKE, KNOW, TRUST factor to get more eyes on your content.

CALL-TO-ACTION

As a reminder, all prompts should have a CTA (call-to-action).

Your call-to-action needs to address how your audience can engage with you on that specific post. It is most often a question you pose.

PROVIDE VALUE

You know that in order to generate leads, you need to provide valuable, relatable content to your followers.

These prompts will allow you to think deeper into the content you put out.

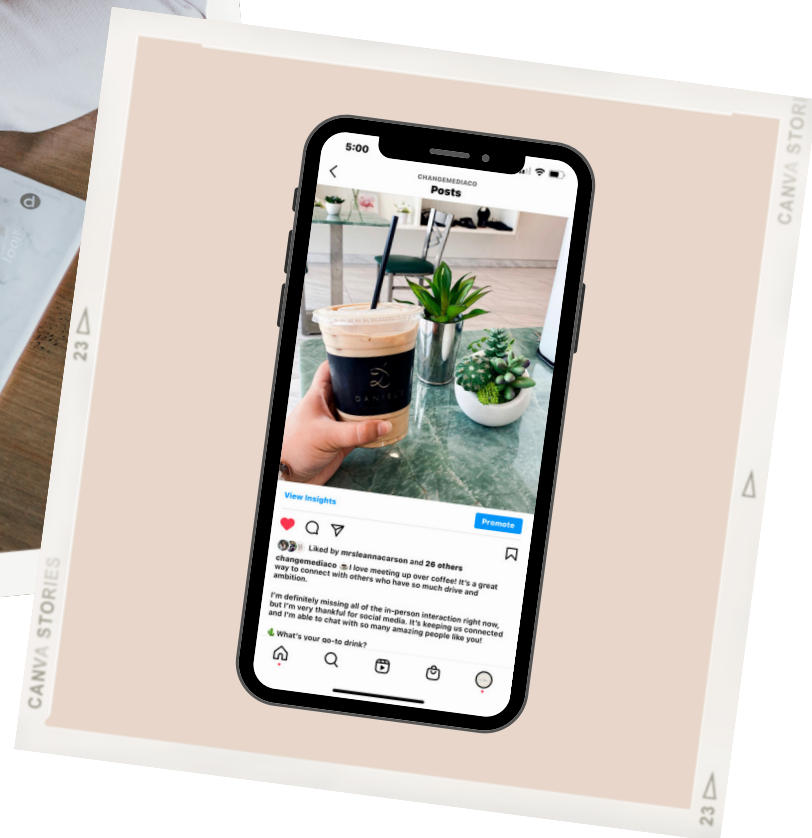
"You are not entitled to success unless you're willing to put in the effort."

1. Introduce yourself! You might think that everyone knows who you are, but not everyone does. And those that do, allow them to get to know you a little bit better.
2. Where are you from?
3. What are your favorite things to do?
4. Favorite restaurants in the area?
5. Three things people don't know about you?
6. Share something you wish you had known earlier in life.
7. Share why your culture is important to you. How does it play into your business?
8. Celebrate something you accomplished this week/month/year.
9. Share your word of the year and how you are living that word out, today.
10. Share something that you've gone through that has shaped you into the person/business owner you are today.
11. Share something that you are currently obsessed with (a product, class, social app, etc).
12. Share a #throwback and reflect on how things in your life have changed.
13. Share a quote or mantra you live by.
14. Share the best piece of advice someone has given you.
15. Share a personal goal and how or what you are doing to accomplish it.
16. Share something that allows you to find some peace when you feel stressed or anxiety.
17. Share a lesson you've learned from failure, mistakes, or even successes.
18. Share your morning/evening routine.
19. Share what self-care means to you and how you "self-care".
20. Share something unexpected that happened to you and how it affected your life.
21. Share a book you've recently read and ask your followers if they have book suggestions.
22. What's the best gift you have ever received?
23. Share someone you admire or who has been a role model to you and why.
24. Share what your dream job was growing up and if it contributed to where you are now (or not).
25. Share your "why".
26. Share a song that you've recently listened to that you've heavily resonated with.
27. Share a hidden talent not many people know about.
28. Share a DIY or hack you've recently come across.
29. Share something you are really passionate about that isn't business related.
30. Share how your family inspires you.
31. Share something you are treating yourself to.
32. Share an answer to a question you often get asked - personal, business, etc.
33. Share how your faith inspires you.
34. Share your weekend plans and see what others are doing.
35. Share your goals for the week/month/year.

1. Share your goals for the week/month/year.
2. What was your dream job and how did that turn into where you are now?
3. Share your favorite business tools that you've been using lately.
4. Share a book that has impacted your business.
5. Share a free resource that you offer that you may have
6. Introduce your team members. You can introduce everyone as a team or individually and the value they provide to your business.
7. Share something from a recent article you've read and how it relates to your business.
8. Share an offering you are currently promoting.
9. Share a referral or affiliate program you have.
10. Share a behind-the-scenes look at a new product you are going to launch.
11. Celebrate your success this month in business (numbers are important!)
12. Share a spot you enjoy working at, whether it is in your home, at your office, a local coffee shop/business, etc.
13. Share the best piece of business advice a mentor, role model, etc has given to you.
14. Share a business lesson that you've learned this year.
15. Share what your first job was, what did it teach you?
16. Share 3 things that people should know about your workstyle.
17. Share the importance of supporting small businesses, but make it genuine and personalize it to YOU.
18. Share what work looks like for you right now - in an office setting, working from home, sitting on the couch.
19. Share photos from a recent business event or throwback.
20. Share a podcast you listened to and what you took away from it.
21. Share a book you read and what you took away from it.
22. Share an excerpt from an article you read that you resonated with businesswise.
23. Share a behind the scenes look at your creative process.
24. Share your mission of your business.
25. Share the moment you realized you wanted to start your business.
26. Share how you got started building your business.
27. Share your core values and why they are important to you.
28. Celebrate your business anniversary
29. Share a client testimonial and tell a story.
30. Host a giveaway for one of your services or products.
31. Share some data or statistics on what is going on in your industry.
32. Share a flash sale you have going on.
33. Address objections for the product or services you offer - time, money, is it worth it, i bought something else before and it didn't workout for me, etc.

BUILD THE COMMUNITY

1. Share why you love where you live.
2. Share 3-4 local businesses that you are currently loving. Don't forget to tag them!
3. Share some local happenings that are going on this week/month.
4. Share a place that inspires you, it could be a local business or a destination.
5. Share how you are giving back to the community.
6. Share your favorite places to shop.
7. Share some history on the area you live in (maybe how it was founded, a fun fact people don't know, etc).
8. Showcase celebrities who live in your area, but people may not know about them.
9. Interview a public figure and ask them how they are building a community.
10. Share your perfect date night - where would you eat, what activities would you do, etc. Showcase local businesses.
11. Host a giveaway with a local business and engage with each other's audiences.
12. Share a local resource that is helpful to the community.
13. Share a funny meme or joke.
14. Share a charity event you've attended or a charity you support and why.



QUESTIONS TO ASK

1. What apps on your phone do you use the most?
2. What is your favorite candle?
3. Do you prefer coffee, tea, or something else?
4. What is your go-to cocktail?
5. What is your favorite thing to do on a Sunday morning?
6. It's okay to _____, when you feel _____. (fill in the blanks)
7. Are you an early bird or night owl?
8. What life hack have you recently used that has made your life easier?
9. What is your guilty pleasure snack or meal?
10. What is your favorite way to celebrate an accomplishment?
11. Do you have a favorite sports team?
12. What time of day are you most productive?
13. What motivates you?
14. What is your favorite book?
15. What is your favorite/least favorite thing about Instagram?
16. What mindset block are you going through?
17. What show are you currently binge watching?
18. What destination is on your bucket list to travel to?
19. Are you a sweet or salty person when it comes to treats?
20. Ask your audience where they are from and tell them where you are from.
21. What is something you wish you knew ___ years ago? (fill in the blanks)



I hated having to figure out what I should post or say especially when I had more important things to worry about. I know social media is important and these prompts make it so much easier to post.

- Linde R. / @theparlorlv_linde

Social media is my area of struggle. I can talk to clients on the phone and face to face all day but the second it comes to social media I am so overwhelmed. So glad I have you to help with this!

- Kayla D. / @kayladavison_



Ready to scale your business?

Imagine having an online presence on social media that generates you leads without the stress, headache, and worry of creating GREAT content? Real estate professionals get instant access to ready-to-post social media content and marketing guides. *Membership is for Real Estate Professionals, only.

JOIN THE MEMBERSHIP*



Want us to do the work for you?

Love the prompts, but don't have the time to create the content (captions, photos, graphics)? Hire our team for full-service social media management. We offer competitive pricing that makes sense for small business owners looking to scale without all the fluff. *Full service is open to any business/industry.

HIRE US FOR FULL SERVICE

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