



Social media topic ideas...

Try some of these topic areas to promote your business or service. Some inspiration for you...

1. Post a photo of your club events, children, winners etc.
2. Share a chart or infographic
3. Share a social account you follow and say why
4. Discuss inspiration for your club - what pushes you along
5. Share a tool or hack
6. Post a photo of a key learning
7. Promote newsletter signups - link to your website - if applicable
8. Discuss any growth plans or direction for your club for the future
9. Share the future for your business
10. Behind the scenes video of your club, training days, etc.
11. Create a series for FAQs - either by video or post
12. Share any feedback from first timers at your club, parents, children
13. Promote those involved in your club, including you!
14. Share a blog or if not writing blogs, share something newsworthy from an associated page
15. Post about your club sponsors
16. Share one of your most popular posts
17. Share any achievements throughout the year
18. Share your favourite app or help tip (eg: equipment, books...)
19. Share a limited time offer or special release
20. Promote any data or statistics relevant to the horse industry
21. Share a relevant quote for your organisation
22. Share industry news
23. Share a freebie - advice, offer or something related to horses.
24. Share the passion for your club - the why? what it delivers?
25. Share where you are located?
26. Profile instructors who assist your club
27. Share 5 things about the club
28. Time lapse videos
29. Live video - just do it!
30. Any events or special days