

30 DAYS OF SOCIAL MEDIA CONTENT

to post during the Coronavirus Pandemic

Foster community and build connections online with these meaningful posts that start conversation and inspire your audience. Check off the days you successfully post.

- 1 Share a post that shows deep empathy for what your audience is going through. Speak to their current struggles and thank them for being a valuable part of your life/brand.
- 2 Share a book/article you're currently reading. Is there anything in the book/about a character that you relate to right now? What lessons inside can you share related to what's happening in the world?
- 3 Share something about your business or job that you miss doing due to being quarantined. What did you love about it? What about it made you smile everyday?
- 4 Share someone on your team or on your job who you'd want to be quarantined with. Why are they special? Shout them out.
- 5 Get vulnerable. You're human too. What about this pandemic is most worrisome? How can you comfort those who are feeling the same thing? Share.
- 6 What snack do you love when working at home? Share a guilty pleasure that positively distracts you from the crisis.
- 7 "_____ made my day today." Share something small or big that put a smile on your face.



WEEK OF _____

GOAL OF THE WEEK:

WEEKLY AFFIRMATION:

8

Is there a blog post to share (yours or other) that can positively help your audience's mental state during this time? Share and link.

9

Share a quote authored by yourself to keep you and your audience's spirits lifted.

10

Share 5 things you are grateful for in your personal or professional life.

11

Isolation doesn't mean you can't connect online. Post a simple video chat with a friend, client, customer or biz bestie and share a topic or some laughs. Alternatively, share a positive testimonial or story.

12

Today my kids/spouse did _____. Share a funny story about something your kids/spouse are doing to lighten the mood.

13

Start a 7-day or 30-day to-do list. Each day share something that you've checked off your list that you otherwise wouldn't have, had you not been at home.

14

Share ways that you are planning ahead in your business or with your family/kids.



WEEK OF _____

GOAL OF THE WEEK:

WEEKLY AFFIRMATION:

15

This or that - toilet paper or paper towels? Walk through the neighborhood or sit on the porch? Go for a walk or go for a bike ride?

16

Share the number 1 thing you're focusing on right now, for your business or in your personal life.

17

What's something you're looking forward to (large or small)? Share it. If your audience is in low spirits, this can remind them that there's always something positive to look forward to.

18

Share a selfie - what do you look like when you're quarantined? Make this light and humorous.

19

Where do you hope to travel when this is all over? Share a photo or a quick boomerang of you searching Google maps for it.

20

What is a positive word that you're committed to internalizing throughout this process?

21

Ask your audience what they are struggling with right now and respond without a product or service. Simply show empathy.



WEEK OF _____

GOAL OF THE WEEK:

WEEKLY AFFIRMATION:

22

Share a recent win and ask your audience their's. Large or small, celebrate together to stay positive.

23

Remind your audience of and share one of your free resources.

24

Share a meaningful post from one of your followers, group members, or clients/customers to your stories.

25

How is your business committed to serving your customers at this time? What can you do? Share your commitment statement to your customers.

26

"When this is all over, my goal is to_____." Share a goal, and ask your audience theirs'.

27

It's Spring/Summer! Share a seasonal activity you do in your business, with your family, or friends. Alternatively, you could post a throwback photo of last year's Spring/Summer.

28

Do you keep a journal/devotional? What did you write about today? Share your thoughts.



WEEK OF _____

GOAL OF THE WEEK:

WEEKLY AFFIRMATION:

29

Share a skill that you have that you're going to perfect or try more of now that you have extra time.

30

Stuck inside is not so bad. Share your favorite thing to do alone whenever you have a quiet moment.

The goal during this sensitive time is not to focus so much on promoting your business (if you choose not to). The goal is to build audience connection, keep positive conversations going and post content that is valuable and remembered.

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