

A background collage of various social media icons in shades of pink, purple, and blue. Icons include a heart, a person profile, a speech bubble, a thumbs up, a comment bubble with the number '123', and a speech bubble with three horizontal lines. The icons are arranged in a cluster, with some overlapping.

design *me* web

The Ultimate Cheat Sheet of What to Post on Social Media

**100 Social Media
Post Ideas**

www.designmeweb.co.za





Hey there!

I'm Michelle Eva — founder of Design Me Web and your go-to digital wingwoman when it comes to content, strategy, and social media magic.



My journey started in the fast-paced world of events, admin, and marketing. Over the years, I worked with everyone from business professionals to creatives, helping them grow their businesses behind the scenes. But even though I was great at juggling deadlines and making things happen... something felt off.

I craved more freedom. More purpose.
More space to create — not just manage chaos.

That's when I made the leap and built Design Me Web — a business that combined everything I love: supporting entrepreneurs, creating beautiful content, and simplifying the digital side of running a business. I quickly realized one thing:

Most business owners want to show up on social media... but they don't have the time, energy, or clarity to post consistently.

So, I created resources like this cheat sheet to make life easier for people like you — smart, passionate entrepreneurs who have something amazing to offer, but need a little digital backup. Now, I get to do meaningful work every day, support my family, and help business owners around the world grow confidently online — all without being chained to a phone 24/7.

This cheat sheet is just the beginning. If you're ready to show up, stand out, and take the guesswork out of content creation, I've got you.

Let's make social media simple again.
You've got this — and I've got your back.

To your success,
Michelle Eva

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UNIQUE PHOTOS & VIDEOS

1. Before and after
2. Get handsy
3. Unboxing video
4. Screenshot
5. Demo or screen capture
6. Friendly "selfie"
7. Caption request
8. Behind the scenes
9. Changeable letter sign
10. Sneak peek
11. Make a statement
12. Flat lay or styled image

BE THE EXPERT

13. Industry article
14. Answer an FAQ
15. Ask me anything
16. What's working now
17. Featured expert
18. Award winner
19. How-to video
20. Live one-on-one coaching
21. Common mistakes
22. Industry fact
23. Infographic
24. Time-saving tip
25. Money-saving tip
26. Quick hack
27. Solve a problem

ASK A QUESTION

28. Take a poll
29. Request feedback
30. Ask for predictions
31. This or that
32. Would you rather...
33. If you could...
34. What's your favorite...
35. Fill in the blank

GET PERSONAL

36. Fun fact
37. Hobby or passion
38. Family time
39. Cute kids or pets
40. Explore your city
41. Book you're reading
42. Relaxation time
43. Bucket list
44. Challenge

TIMELY TOPICS

45. Federal or religious holiday
46. National day / week / month
47. Special event
48. Industry news or update
49. Trending topic or news event
50. Viral video



UPLIFTING

- 51. Inspirational quote
- 52. Origin story
- 53. Share a win
- 54. Overcome an obstacle
- 55. Motivating mantra
- 56. Helpful routines
- 57. Inspiring person
- 58. Spread joy
- 59. Balance tip

FAVORITE THINGS

- 60. Favorite book
- 61. Favorite podcast
- 62. Favorite YouTube channel
- 63. Favorite online course
- 64. Favorite tool or resource
- 65. Favorite product or service
- 66. Favorite influencer
- 67. Favorite guilty pleasure

DAILY HASHTAGS

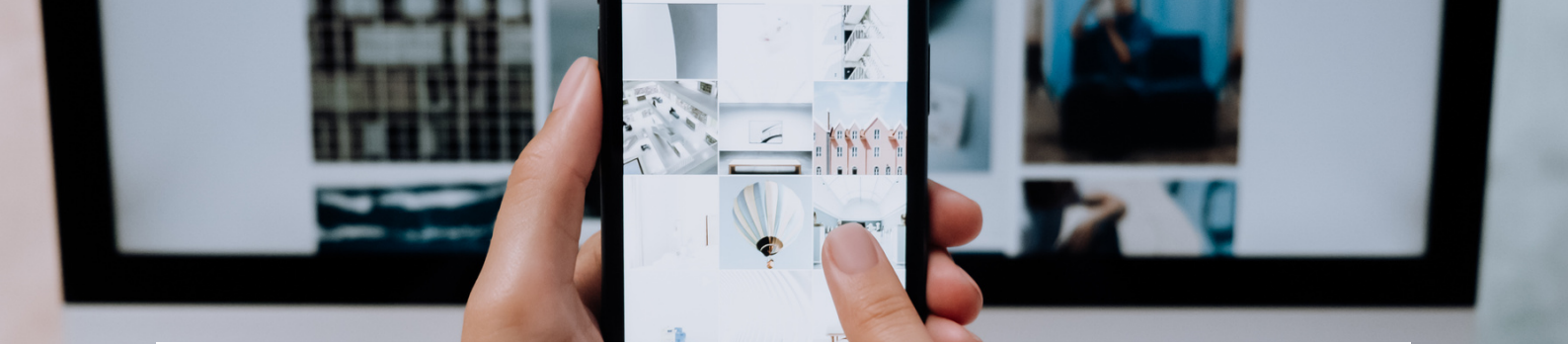
- 68. #SundayFunday
- 69. #MotivationMonday
- 70. #TuesdayVibes
- 71. #WednesdayWisdom
- 72. #TBT (Throwback Thursday)
- 73. #FridayNight
- 74. #SaturdayMorning

SHARE THE LOVE

- 75. Share gratitude
- 76. Fan photo
- 77. Cause you support
- 78. Interview a customer
- 79. Interview an expert
- 80. Allow a takeover
- 81. @Mention a follower
- 82. @Mention an influencer
- 83. Thank your followers

PROMOTE YOURSELF

- 84. New content
- 85. Repurpose old content
- 86. Popular content
- 87. Free download or resource
- 88. New product or service
- 89. Popular product or service
- 90. Testimonial / case study
- 91. Promote your newsletter
- 92. Promote other social profiles
- 93. Run a contest / giveaway
- 94. Promote a sale
- 95. Follower-only flash sale
- 96. Promote a launch
- 97. Competitive advantage
- 98. Celebrate a milestone
- 99. Feature your team
- 100. Reintroduce yourself



Let's Put This Cheat Sheet into Action

You now have over 100 content ideas to work with — no more guessing, no more overwhelm, no more staring at a blank screen wondering what to post.

But here's the truth: ideas alone aren't enough.

To grow online, you need consistency, strategy, and content that reflects the heart of your business.

That's where we come in.

At Design Me Web, we do more than hand you post prompts — we help you build a powerful, scroll-stopping presence across all your digital platforms.

Whether you're just starting out or scaling up, we offer hands-on support, smart systems, and creative strategies to make your content work for your business.

Here's How We Can Help You:

- ✓ 1:1 Social Media & Content Strategy Sessions
- ✓ Done-for-You Social Media Management
- ✓ Branded Graphics & Templates That Convert
- ✓ Website & Digital Marketing Support
- ✓ Monthly Content Calendars & Caption Writing
- ✓ Email Marketing, Funnels & Lead Magnets

No generic fluff — just tailored, practical support built for real business owners like you.

Ready to Go From Confused To Consistent?

Let's take the next step together:

🌐 Visit me at: www.designmeweb.co.za

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📧 Subscribe to our mailing list: Get tips, tools & much more delivered monthly

www.designmeweb.co.za

