

# Social Media Post Ideas

## SHOWCASE

Showcase pillar posts are designed to help give your followers a insider's view of all you know and how you do what you do.

Work In Progress	<ol style="list-style-type: none"><li>1. Behind the scenes: Share photos or videos that give your followers a sneak peek into your work process, or take them behind the scenes of a project you are working on.</li><li>2. Progress updates: Provide regular updates on the progress you are making on a project or goal, and share your thoughts and insights on the challenges and successes you have encountered.</li><li>3. Challenges and setbacks: Share the challenges and setbacks you have faced in your work, and explain how you are overcoming them and what you have learned from them.</li><li>4. Collaboration and feedback: Share your collaboration and feedback process with your followers, and explain how you are working with others to achieve your goals and improve your work.</li><li>5. Learning and growth: Share your learning and growth journey with your followers, and explain how you are expanding your skills, knowledge, and expertise in your niche.</li></ol>
Reviews	<ol style="list-style-type: none"><li>1. Client Testimonials: Share testimonials from satisfied clients who have used your services or products. You can include their reviews as text, images, or videos.</li><li>2. Case Studies: Provide detailed case studies of clients who have achieved their goals by using your services or products. Include details about their challenges, the solution you provided, and the results achieved.</li><li>3. Comparison Reviews: Compare your products or services to those of your competitors, highlighting the unique features and benefits of your offerings.</li><li>4. Expert Reviews: Share reviews from experts in your niche who have used your products or services. This can help establish credibility and authority for your brand.</li><li>5. Product Demos: Create videos or other content that demonstrate how your products or services work, showcasing their features and benefits.</li></ol>