

# 21 IDEAS FOR EVERGREEN SOCIAL MEDIA CONTENT UPDATES

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## THE COMPLETE CHECKLIST

By creating evergreen social media content, you will have a go-to bank of status updates to keep your social profiles posting.

No longer will your account have to go dormant just because you haven't posted anything new to your blog. You won't need to waste time sifting through RSS feeds, newsletter subscriptions, or other people's social media updates every day for something to post to your own social account.

Instead, you will have a well-documented source for creating social media updates without any ongoing heavy lifting.

Following this checklist will help you develop that un-ending supply of social media updates. With that said, let's jump into the checklist.

### 1. Reshare Blog Posts Where You Have Been Featured/Mentioned

- Create a spreadsheet that keeps track of posts you have been featured/mentioned on
- Write several versions of the status update
- Optional: Tag the site owner in your update

### 2. Create Tweetable Quotes From Your Blog Posts

- Identify key statistics or points from your blog posts
- Create either/or text and image updates around these quotes

### 3. Use Quotes With Images

- Find inspirational or motivational quotes
- Use your favorite image creator to make images using these quotes
- Don't forget to brand the images!

### 4. Share Your Evergreen Blog Content

- Identify your evergreen blog content
- Write various status updates for each blog post
- If you wrote multiple blog post titles when drafting your post, these make great options to use as the status update

### 5. Cross Promote Your Other Social Media Accounts

- Use your social accounts on one channel to promote your other social accounts
- Generate various status updates so you can cycle through them
- Create images to stand out

### 6. Ask Open Ended Questions

- Create your own open ended questions
- Search Google if you get stuck

### 7. Create "Fill In The Blank" Updates

- Write social updates where you ask your followers to "fill in the blank"
- If you need ideas, you can find them on Google

### 8. Ask For Content Ideas

- Get blog topic ideas by asking your followers
- Create different variations of what you are asking to use as status updates

### 9. Share Evergreen Content From Other Websites

- Look at your browser bookmarks
- Save evergreen content as you are browsing online
- Monitor your RSS/newsletter subscriptions

## 10. Promote Your Business

- Share recurring sales or discounts
- Promote your blog/newsletter
- Pitch your weekly webinar or Twitter chat

## 11. Post "Did You Know?" Questions

- Turn statistics into "did you know" questions
- Use Google to find "did you know" questions to ask

## 12. Share Your Favorite Tips & Tricks

- Share tips and tricks as a text update
- Create images containing the tip or trick in it
- Make a video discussing the tip or trick

## 13. Create Status Updates About Interviews

- Post status updates linking to interviews you have done
- Share interviews done by others

## 14. Share Infographics

- Create social updates highlighting different key points of your infographic
- Browse popular infographic sites for other people's infographics to share

## 15. Share Slideshare Presentations

- Post your own presentations
- Sift through your followers/following for ideal presentations
- Use the Slideshare search for topical content
- Browse through the "featured" presentations

## 16. Post Links to Your Guest Posts

- Curate a list of your guest posts
- Generate several different status updates for each post
- Tag the site owner when possible

## 17. Ask Followers For Reviews or Testimonials

- Gently ask followers for a review or testimonial of your product or service
- Post the reviews as a status update
- Tag the person who left the review when possible
- Use screenshots of long testimonials and attach them in your status update

## 18. Share Your Favorite Tool Recommendations

- Share tips on how to use your favorite tools
- Tag the tool maker when possible

## 19. Relevant Book Quotes

- Mention some of your favorite quotes from books
- Create text images to stand out

## 20. Ask "Would you rather..." Questions

- Find out what your followers would rather do
- Create your own questions
- Search Google for ideas

## 21. Reshare Ebooks/Guides

- Promote your own guides or ebooks
- Create screenshot excerpts to share
- Use quotes or strategies listed in the material

## \*\* Bonus Strategy #1 - Post FAQ's

Turn your FAQ answers into social media updates. For example, you can take an answer to one of your FAQ's and turn it into a statement.

Let's say Instagram wanted to use this approach. Looking at their [FAQ](#) for "How did the idea come about?" we find a perfect opportunity.

Here is what their status update could look like:

- Mobile photos always come out looking mediocre. Our awesome looking filters transform your photos into professional-looking snapshots. <http://instagram.com>

You can even turn them into "did you know" questions like this:

- Did you know that our awesome looking filters transform your photos into professional-looking snapshots? <http://instagram.com>

There is really quite a bit of flexibility you can do with this tactic.

## \*\* Bonus Strategy #2 - Ask For Feedback

Using your social audience to solicit feedback will help you gain insight into where you or your business can improve.

For example, if you are a SaaS platform you can create evergreen social media updates that ask users what they think of a particular feature you offer. Chances are the feature is a core benefit of using your service and won't be going away anytime soon making it truly evergreen.

Perhaps, you sell products that are available throughout the whole year?

- Ask your audience how they best use the product
- Find out what they like most about having your product

You might need to be careful with this one since you might get some honest/less than nice answers. However, it will show you where you need to improve.

## \*\* Bonus Strategy #3 - Share Jokes/Humor

Most jokes never go out of style, which is a great opportunity for you. Whether you are a comedian yourself (or at least think you are), I'm willing to bet you know a few tasteful jokes your social audience would enjoy.

Open up an Excel document and start jotting down your favorites. Save them to use when you need to.

If you aren't very humorous, there's no shortage of jokes you can find using the interwebs.

Sharing jokes doesn't have to be the only way you share humor.

In fact, you can easily share memes, funny pictures, or hilarious YouTube videos.

Simply curate a list of favorites as you come across them and you'll have a go-to source for all things funny.

## HERE'S WHAT TO DO NEXT

1

Send me a message to my personal email address [chris@bulk.ly](mailto:chris@bulk.ly) to let me know what you think of this checklist



2

**Follow Bulkly on Twitter** where I share helpful content on SEO, social media and inbound marketing.



3

Pat yourself on the back. You now know 24 different ways to create evergreen social media content updates.

