

# Your Guide to Social Media Ideas for 2025

All 365 Days

**PRESENTED BY BRICK MEDIA**

## **A Note from Brick Media:**

Coming up with fresh post ideas can be a challenge, especially for busy business owners, marketing managers juggling multiple tasks, or anyone striving to maintain a consistent social media presence. That's why we created this guide—to serve as a valuable resource and help small businesses thrive and stay consistent on social media in 2025. As an award-winning social media agency, we know a thing or two about generating high volumes of engaging content. We've compiled 365 days of post ideas in this E-book to get you started. We hope you find it helpful and inspire you to follow along!

# January

## Create a Pinned Post for Your Profile

A pinned post is the first piece of content a viewer will see on your feed. Use this feature to make it easy for new visitors to quickly learn about your business.

## How it Started and How it's Going

Share a photo from your business's early days alongside a recent one to showcase how far you've come. This taps into nostalgia while highlighting your achievements.

## Photo Dumps

Monthly photo dumps have become a fun way to highlight special moments. Share pictures of your team, office, work events, and key accomplishments to give your audience a behind-the-scenes look.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Happy New Year message	2 January work anniversaries and birthdays	3 <b>Create a pinned post</b>	4 A tip for the new year
5 A goal for 2025	6 Share a new product or service	7 Something educational	8 A group photo of your team	9 A seasonal product or service	10 Motivational message	11 Show your team off to a great start in 2025
12 Client review	13 Behind-the-scenes content	14 A voiceover paired with b-roll clips	15 Something you're looking forward to later this year	16 <b>How it started and how it's going</b>	17 Highlight your most popular product or service	18 Tell a story
19 A relevant resource	20 MLK Jr. Day message	21 A fun fact	22 A day in the life reel	23 A photo with a client or coworker	24 Repurpose a photo or video	25 A business or industry update
26 A client success story	27 A recent team outing	28 Answer a FAQ	29 Welcome and introduce any new hires	30 <b>Share images in a January photo dump</b>	31 National Fun at Work Day	

# February

## Share the Love Series

Create a Valentine's Day-inspired series focused on showing appreciation to those who make your business thrive. This engaging and heartwarming content will keep the Valentine's spirit alive all month long while strengthening connections. Mix up the formats each time.

## Plug a Resource Offered by Your Business

If your business produces additional media like a blog or podcast, create a post encouraging your audience to check out these resources. Post snippets and clips from them for additional posts.

## Talk About Alternatives to Your Business

Discuss common alternatives to your products or services and highlight what makes your offerings unique. Focus on showcasing your strengths without naming competitors, keeping the tone positive and professional. Celebrate what sets your business apart while maintaining respect for others in your industry.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 February anniversaries & birthdays
2 <b>Share the love series: Customers</b>	3 Acknowledge Black History Month	4 Valentine's Day decorations	5 A "caption this" post of your team	6 Employee Spotlight	7 Any Valentine's Day promotions	8 A piece of industry data
9 Superbowl Sunday plans	10 Share the love series: Your team	11 A meme	12 A group hug for National Hug Day	13 A Valentine's themed mini mic question	14 Valentine's Day message	15 Client review
16 Inspirational message	17 Random Acts of Kindness Day	18 Did you know?	19 Behind-the-scenes of a work day	20 National Love Your Pet Day	21 Share the love series: Your city or community	22 A clip of b-roll with an in-depth caption
23 Something fun your team did this weekend	24 <b>Plug a resource offered by your business</b>	25 Share the love series: Business partners	26 <b>Talk about alternatives to your business</b>	27 Call to action to work with you	28 February moments	

# March

## International Women's Day

Use International Women's Day as a chance to shine a spotlight on the women at your business. Gather them for a group photo or showcase individual shots and write a heartfelt caption recognizing their contributions and the valuable work they do. Show your appreciation and gratitude for their impact!

## Conduct a Poll

Polls are a fantastic way to gain insights while boosting engagement. Ask strategic questions that provide feedback on your content, such as preferred topics or formats. For example: "Do you prefer behind-the-scenes videos or tips and tricks?"

## Throwback to a Milestone

Keep your business milestones top of mind by sharing throwback posts that tap into nostalgia. Highlight key moments in your journey to remind customers of how far you've come and the growth you've achieved.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 March anniversaries & birthdays
2 Share your team's experience	3 Women's History Month	4 Rapid fire with an employee	5 Have an employee break down their role	6 Share some recent work	7 A problem your business solves	8 <b>International Women's Day</b>
9 Daylight Savings ends	10 Weekend recap	11 Share a sneak peek of a project	12 Identify an ideal client	13 Highlight an award you won	14 Pi Day	15 <b>Conduct a poll</b>
16 Spring mini mic question	17 St. Patrick's Day	18 Answer questions on stories	19 Spotlight a new employee	20 First day of spring	21 Spring products and offerings	22 Define industry jargon
23 Highlight a product or service	24 <b>Throwback to a milestone</b>	25 Spring decor at your business	26 Participate in a trend or challenge	27 Remix a previous post	28 Happy Friday message	29 Share a spring event
30 A meme or trend	31 Photo dump					

# April

## Show Off Your Workspace

Give your audience a behind-the-scenes look by sharing a photo of your office or a walkthrough of your store. It's a great way for people to get a glimpse into your world and experience your business, even if they haven't had the chance to visit in person yet!

## Go Live and Answer Questions

Engage with your audience in real time by going live on a platform! Choose a time when your followers are most active and use this opportunity to answer questions and interact directly. Don't forget to record the session and repurpose it into short-form videos for future content!

## Dos and Don'ts

Share some helpful do's and don'ts related to your product, services, or industry. This not only educates your audience but also positions your business as an authority in your field. Providing this valuable information can help your followers make more informed decisions and avoid common mistakes.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 April work anniversaries and birthdays	2 <b>Show off your workspace</b>	3 Spotlight a loyal customer or client	4 <b>Go live and answer questions</b>	5 A quote that reflects your values
6 An industry article	7 Monday motivation message	8 A tool you use at your business	9 A customer using your product or service	10 A dealbreaker for a client	11 Your favorite thing about your business	12 A piece of UGC
13 Unbox your product	14 A lesson you've learned about business	15 A statistic about your industry	16 Client spotlight	17 Redo a previous trend	18 A team outing	19 This or that video with team
20 Easter message or skip posting	21 <b>Dos and don'ts</b>	22 Earth Day	23 Share a pain point your business addresses	24 Ask your team for tips in a mini mic reel	25 Highlight your best-selling offering	26 Reply to a comment with a video
27 Spotlight a local business	28 Your business's sustainability efforts	29 Show gratitude to your team	30 Highlight key moments from April			

# May

## Something Shareable

Shareable content resonates with your audience and encourages them to share it with others—whether it’s entertaining, inspiring, educational, or relatable. It increases reach, engagement, and brand awareness. These posts help connect with new audiences and position your business as valuable and relevant.

## May the Fourth

Get creative and join the fun on May the Fourth by incorporating Star Wars into your content! Whether it’s a clever caption, a themed product, or reference to “The Force,” it’s a fun and relevant way to engage your audience and show your brand’s personality.

## Remix a Previous Post

Remixing content is a smart way to build on what’s already working. Take elements from your top-performing posts—like visuals, audio, or call-to-action—and reimagine them into fresh, engaging content. This approach helps you stay consistent while maximizing what resonates with your audience.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 May work anniversaries and birthdays	2 <b>Something shareable</b>	3 A case study
4 <b>May the Fourth</b>	5 Cinco De Mayo	6 Ask your team a fun mini mic question	7 An industry update	8 Rapid fire questions with the owner part 1	9 Greenscreen over a relevant article	10 A meme
11 Mother’s Day message	12 Something encouraging	13 Reel with a trending audio	14 A day in the life carousel	15 Spotlight a service	16 Promote a less popular product or service	17 Fun fact
18 A business value	19 <b>Remix a previous post</b>	20 Selfie with a client	21 A piece of UGC	22 Share a recent project	23 A carousel of tips	24 A client review
25 Rapid fire with an employee	26 Memorial Day or skip posting	27 A voiceover paired with b-roll clips	28 Business partner spotlight	29 Acknowledge any new hires	30 Rapid fire questions with the owner part 2	31 May recap

# June

## Something Fun to do in Your City

Share a fun activity or must-visit spot in your city! June is the perfect time to highlight local gems as people plan summer outings and family time. Adding a touch of local flair to your feed creates connection and inspires your audience.

## Plug Your Other Social Accounts

Let your followers know where else they can find you. Share the other platforms your business is active on and encourage them to connect with you there. If one account has a larger following, use it to boost engagement on your other channels.

## Summer Mini Mic Questions

Bring your team together and ask a fun seasonal question, like their favorite summer activity or travel plans. It's a great way to showcase your company culture and build a sense of connection!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 June work anniversaries and birthdays	2 Tease a summer product or service	3 Break down a piece of industry jargon	4 Fun fact	5 Another post you like and add your thoughts	6 Prompt readers to comment questions	7 <b>Something fun to do in your city</b>
8 Success story	9 Dos and don'ts	10 Share your business's contact info	11 This or that with a team member	12 <b>Plug your other social accounts</b>	13 Use a trending audio for a reel	14 Flag day
15 Father's Day	16 Juneteenth or skip posting	17 Employee day in the life	18 Show someone using your product or service	19 Update your pinned post	20 A quote	21 First day of summer
22 Hold a summer giveaway	23 Client review	24 Product highlight	25 <b>Summer mini mic question</b>	26 Something motivational	27 Summer tips	28 Summer product or service
29 Post the giveaway winner	30 Key moments from July					



# July

## Team Member Takeover

Let a team member take over your social media for a day! Whether they share a "day in the life" or create some UGC, it's a fun way to keep your content fresh while showcasing different perspectives. Pro Tip: Turn this into a monthly series and rotate team members to keep things exciting and engaging.

## Christmas in July

Post a throwback to a popular winter product or service from past seasons or share a teaser for something new and exciting coming this winter. It's a great way to spark curiosity, build anticipation, and encourage your audience to follow along.

## Share Where the Team is Vacationing

Bring a personal touch to your social media pages by sharing where your team members are spending their summer vacations. These posts offer a glimpse into the lives of the people behind your brand. Encourage your audience to share their own vacation plans in the comments to spark engagement.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 July work anniversaries and birthdays	2 Answer a FAQ	3 Repurpose a previous photo	4 4th of July message	5 How you're spending the long weekend
6 Something encouraging	7 Team member testimonial	8 Rapid fire questions with an employee	9 Share your business's origin story	10 Throwback to last summer	11 A meme or something lighthearted	12 Team member spotlight
13 Highlight a business you admire	14 A case study	15 Something that sets your business apart	16 Client review	17 A relevant emoji for World Emoji Day	18 Flashback Friday to an event or milestone	19 <b>Team member takeover</b>
20 A clip of b-roll with an in-depth caption	21 Share a resource you found valuable	22 Mini mic video about a product or service	23 Debunk a myth	24 Share some tips in a carousel	25 <b>Christmas in July</b>	26 Share a recent win
27 Something fun your team did this weekend	28 Summer offerings or promotions	29 Welcome and introduce any new hires	30 <b>Share where the team is vacationing</b>	31 Highlight moments from July		

# August

## Participate in a Challenge

New social media challenges are constantly emerging. Join in with ideas like dance routines featuring your team, before-and-after transformations, trending hashtag challenges, or fun skits using trending audio. Pick ones that align with your brand to keep your content authentic.

## Use a CapCut Template

The CapCut app offers thousands of templates to help users easily create engaging short-form video content, like funny greenscreen effects or seamless transitions. Explore their library to find the perfect template for fun, lighthearted posts for your business.

## Reshare a Post from Another Business

In addition to sharing your own content, you can establish thought leadership by reposting relevant posts from other businesses or industry experts. This adds value to your audience, builds connections with others in your field, and shows you're engaged with the latest developments.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 August work anniversaries & birthdays	2 <b>Participate in a challenge</b>
3 Shout out your team for their hard work	4 Product or service spotlight	5 An event you're holding or attending	6 A tip related to your business	7 A photo of your team in action	8 Something educational	9 A business insight
10 Highlight a business you admire	11 DITL with the owner	12 Something that sets your business apart	13 Client spotlight	14 Throwback Thursday to the early days of your business	15 Highlight your work culture	16 Customer testimonial
17 How your business promotes work-life balance	18 Something motivational	19 Highlight a new product or service	20 A fun mini mic question	21 A piece of UGC	22 Team member takeover series	23 Talk about an award you've won
24 Highlight a cohort that would benefit from your biz	25 <b>Use a CapCut template</b>	26 Go live and answer some questions	27 A piece of behind-the-scenes content	28 <b>Reshare a post from another business</b>	29 Wish your followers a happy Friday	30 Upcoming Labor Day promotions
31 August photo dump						

# September

## Break Down a Role at Your Business

Explaining a role within your business is a great way to give your audience a glimpse into how your company operates. You can even involve your employees by having them share their job title and responsibilities, adding a personal touch to the insight.

## Share the Results of a Poll

Don't just share a poll and keep the results hidden—create a follow-up post to discuss them! You could use a greenscreen to talk through the results and share your key takeaways and insights. This helps keep your audience engaged and shows that you value their input.

## Request UGC from a Client

Ask a client for User-Generated Content featuring your product or service. This could include a video of them using your product or a walkthrough of their experience visiting your location. UGC builds trust, as potential customers tend to trust real experiences more than promotional material.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Labor Day post	2 September work anniversaries and birthdays	3 Identify a pain point for your customers	4 Greenscreen video over an article	5 Share a team outing	6 Call to action to leave a review
7 Motivation quote for the week	8 Answer a FAQ	9 Document a day in the life of yourself	10 A time lapse of your product in use or service	11 9/11 message or skip posting	12 A message for National Day of Encouragement	13 Team member highlight
14 A poll	15 Use a trending audio for a reel	16 <b>Break down a role at your business</b>	17 Client spotlight	18 A photo with a client or team member	19 <b>Share the results of your poll</b>	20 A project you recently completed
21 Tell a success story	22 First day of fall	23 <b>Request UGC from a client</b>	24 Share a sneak peek of a new product or offering	25 An industry update	26 Team member takeover	27 A client review
28 Share a tip for getting ready for the week	29 Your team's coffee orders for National Coffee Day	30 Highlight key moments from the month				

# October

## Debunk a “Scary” Myth About Your Business

Debunk common misconceptions about your business, industry, or product with a fun seasonal twist. Create a series of posts leading up to Halloween, mixing up formats like reels, carousels, and static posts to keep your audience engaged.

## Halloween Decorations at Your Business

Perhaps you have a jack-o'-lantern outside your storefront or a skeleton statue on your desk. Share a photo of these festive decorations to give your audience a peek into your workspace and showcase the fun side of your company culture.

## Spirit Halloween Trend

In recent years, a fun social media trend has emerged where people create Spirit Halloween costumes inspired by their jobs. Join in on the fun and create a costume based on a role at your business! It's a creative way to showcase your team and bring some humor to your content.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 October work anniversaries and birthdays	2 <b>Debunk a “scary” myth about your business</b>	3 A Mean Girls inspired post	4 Breast Cancer Awareness Month support
5 A seasonal product or service	6 Highlight a specific role at your company	7 Ask an employee to film a day in the life	8 Throwback to the early days of your business	9 Ask an employee their favorite thing about the business	10 A message for World Mental Health Day	11 A voiceover paired with b-roll clips
12 A poll	13 Team member takeover	14 Meet the founder	15 <b>Halloween decorations at your business</b>	16 Highlight leadership for Boss’s Day	17 Highlight a feature of your product or service	18 A fun fact
19 Debunk a “scary” myth about your business #2	20 A Halloween meme	21 Ask your team a Halloween themed question	22 A group photo of your team	23 Shout out a business partner	24 Flashback to Halloween at your business last year	25 <b>Spirit Halloween trend</b>
26 Use a Halloween audio in a reel	27 Debunk a “scary” myth about your business #3	28 Show your team in past costumes	29 Halloween themed CapCut reel	30 Share key moments from the month	31 Happy Halloween	

# November

## Highlight a Fall Product or Service

Whether you're a restaurant with special autumn menu items or a professional service that's particularly valuable at year-end, showcase these offerings. Highlighting seasonal or timely services not only keeps your content relevant but also encourages immediate engagement.

## Your Holiday Hours in a Pinned Post

If your business hours are impacted by the holidays, create a pinned post to share the details. This could look like a carousel with "Holiday Hours" in bold on the first slide or include the information in a clear caption. This ensures your customers stay informed and avoids confusion.

## A Gift Guide with Your Products/Services

Celebrate the season of giving by creating a holiday gift guide featuring your products or services. It's a festive and effective way to inspire your audience to consider your offerings for themselves or as thoughtful gifts for others.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 November anniversaries & birthdays
A fun 2 reminder to set clocks back	3 <b>Highlight a fall product or service</b>	4 Acknowledge Election Day or skip posting	5 Benefits of your business during the holidays	6 <b>Your holiday hours in a pinned post</b>	7 A local fall event going on	8 Rapid fire questions with a team member
9 Behind-the-scenes of a project	10 A statistic about your industry or business	11 Veterans Day message	12 A product demo or walkthrough	13 A message for World Kindness Day	14 A tip carousel	15 Client review
Team 16 member takeover series	17 Something motivational	18 <b>A gift guide with your products/services</b>	19 A fun mini mic question	20 Share gratitude for your customers	21 A meme	Your 22 business's local sports team
23 Share any Black Friday promotions	24 Employee spotlight	25 Tease Cyber Monday promotions	26 Ask your team what they're grateful for	27 Thanksgiving	28 Black Friday promotions	29 Photos from you team's Thanksgiving
30 November photo dump						

# December

## Use a Trending Holiday Audio

If you've made it this far, you already understand the power of trending audios. This December, tap into popular holiday-themed audios to increase your reach and stay relevant during the festive season.

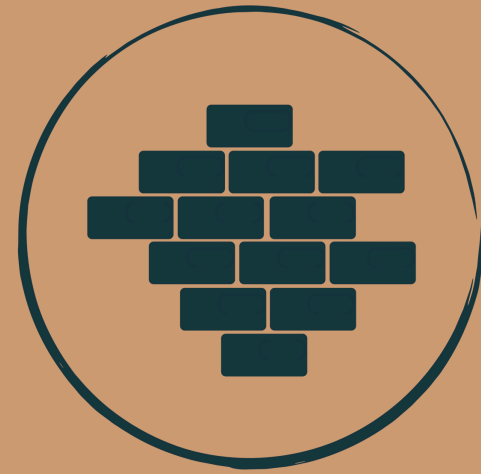
## A Holiday Themed Mini Mic Question

Engage your team by asking a fun holiday question, like their favorite holiday song or tradition. It's a great way to showcase your company culture while involving your employees in a festive and lighthearted way.

## Update Your Pinned Post

The end of the year is the perfect time to refresh your pinned posts and bios. Update old team photos with recent ones, revise your hours, and ensure all business information is accurate. This simple audit helps you start 2026 with a polished and professional presence.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Cyber Monday deals at your business	2 December work anniversaries & birthdays	3 Hold a holiday giveaway	4 Team member highlight	5 Holiday decorations at your business	6 Holiday or end of year promotions
7 <b>Use a trending holiday audio</b>	8 A holiday question in a poll	9 Team member takeover	10 Highlight an offering that's perfect for winter	11 A holiday meme or trend	12 Share your giveaway winner	13 A holiday themed CapCut template
14 How your products/services make great gifts	15 Local holiday decorations or events	16 A tip for preparing for 2026	17 Share a prediction for 2026	18 <b>A holiday-themed mini mic question</b>	19 Flashback Friday to last year's holiday events	20 A local holiday event going on
21 First day of winter	22 Your business's holiday party or traditions	23 Your team in holiday attire	24 Share a sneak peek of a new product or offering	25 Merry Christmas or Happy Holidays	26 Tease something coming in 2026	27 <b>Update your pinned post</b>
28 Thank your team for their hard work in 2025	29 Share your best reviews from 2025	30 Thank customers for their support in 2025	31 Share your wins of the year in a recap post			



# THANKS FOR READING!

WE HOPE YOU FOUND THIS E-BOOK HELPFUL FOR YOUR SOCIAL MEDIA JOURNEY.

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