# 50 Social Media Post Ideas

For Wellbeing Professionals

Never run out of content ideas! Use these prompts to create engaging posts that attract clients, build trust, and showcase your expertise.

## Educational Content (Teach & Inform)

1. Myth-busting post: "The biggest misconception about [therapy/nutrition/yoga] is..."
2. Explain a common term in your field in simple language
3. Share the science behind why your approach works
4. "5 signs you might benefit from [your service]"
5. Common mistakes people make when trying to [solve problem you address]
6. "What to expect in your first session with me"
7. Explain the difference between two related concepts or approaches
8. Share recent research or findings relevant to your field

## Quick Tips & Practical Advice

1. "Try this 2-minute [breathing/stretching/grounding] technique right now"
2. "3 things you can do today to [reduce stress/sleep better/feel calmer]"
3. Share a simple self-care practice anyone can try
4. "One small change that can make a big difference"
5. Morning/evening routine suggestion
6. "My go-to technique when I'm feeling [anxious/overwhelmed/stuck]"

## Personal & Behind-the-Scenes

1. Share your 'why' - what brought you to this work
2. A lesson you learned from a challenging moment in your practice
3. What you're currently learning or training in
4. Behind-the-scenes of your workspace or typical day
5. Your own self-care routine or wellness practices
6. A book or podcast that's influenced your approach
7. What you love most about the work you do

## Engagement Posts (Get People Talking)

1. Ask a question: "What's your biggest struggle with [topic]?"
2. This or that? (e.g., "Morning person or night owl?")
3. Fill in the blank: "My ideal self-care day includes \_\_\_"
4. "What's one thing you wish people understood about [your field]?"
5. Share a controversial opinion (professionally!) and ask for thoughts
6. "Drop a 🙋 if you've ever felt..."

## Client Success & Testimonials

1. Share an anonymized client win or breakthrough
2. Before/after (mindset, habits, feelings - not physical unless appropriate)
3. Share a testimonial with client permission
4. "The most rewarding part of my work is when clients..."

## Seasonal & Timely Content

1. Monday motivation or Friday wind-down tips
2. Seasonal wellness advice (winter blues, summer stress, etc.)
3. Holiday stress management tips
4. Back to school/New Year wellness reset
5. Awareness days relevant to your field (Mental Health Awareness Week, etc.)

## Quotes & Affirmations

1. Share a meaningful quote with your take on it
2. Daily affirmation or positive reminder
3. Gentle reminder series ("Gentle reminder: It's okay to rest")

## Business Updates & Practical Info

1. Announce new availability or services
2. Share your booking process or how to work with you
3. FAQ: "People often ask me..."
4. Holiday hours or schedule changes
5. "I have [X] spots opening up next month - here's how to book"

## Comparison & Decision-Making

1. "How to know if [your service] is right for you"
2. Explain what makes your approach unique
3. "Questions to ask when choosing a [therapist/coach/nutritionist]"
4. When to seek professional help vs. self-help

## Validation & Empathy

1. "If you're struggling with [issue], you're not alone"
2. Normalize difficult feelings or experiences
3. "It's okay to..." permission-giving post
4. Address shame or stigma around seeking help

**💡 Pro Tips for Using These Ideas:**

• Adapt each idea to YOUR specific practice and voice

• Mix educational content with personal posts (80/20 rule)

• Add your own examples and stories to make it authentic

• Batch create 4-8 posts at once using this list

• Save your best-performing posts and repurpose them quarterly