1. (Build Trust) - Make a Recommendation

One of the more unique social media campaign ideas is to recommend to your audience an account that you follow and that would be helpful to them. One of the social media and blogging basics for small business is that of showing your expertise—not to toot your own horn, but to show current and potential customers that they can trust you. However, you don’t always have to be putting out your own content or extensive thought leadership pieces to show your expertise. Simply being connected with others in your field and sharing their information will also indicate expertise and trust—as it shows that you’re up to date on your specialty and are looking to supply useful information for your followers.

2. Recognize a Competitor

Take that first social media idea a step further and try posting something you appreciate with regard to your competitors. While you don’t want to promote your competitors, there’s nothing wrong with acknowledging actions that you appreciate or find useful. This kind of social media post shows that you’re staying up to date in your industry, confident in what you do, and are committed to providing value to your audience—not just promoting your brand. In fact, it’s a social media best practice to limit how much you promote your business. Having respect for your competitors will earn you respect from your target audience.

3. Share an Unusual Photo

When it comes to photos of your product or service, whether in a Facebook ad image or social media post, it is a good idea to use a typical customer using the product in context. On the flip side, one unique social media idea is to turn that concept upside down. You might post a picture of someone using your product or service who is unlikely to use it, or a typical customer using your product or service in a strange way or in an unusual location. If you get unusual enough, you just may have yourself a guerrilla marketing strategy!

4. Lighten Things Up with Funny or Inspirational Images

What makes this social media campaign unique is that businesses typically want to highlight their professionalism and expertise. However, it’s also important to show your personality and your human side—maybe even a little vulnerability—as these create opportunities for your audience to connect with your business. A funny or inspirational image or quote that fits in with your followers’ lifestyles or reflects your business’s values gives you a chance to show the unique sides of your business through social media. If you can, include your logo in your image somewhere; and if it makes sense, accompany the image with a quick comment.

5. Ask Your Audience for Advice

Social media posts that ask questions can help increase social media engagement, create discussions among your followers, and generate constructive feedback for your business. A unique spin on question campaigns is to ask your followers for information or advice. Reaching out to your followers in this manner will reveal your transparency, show followers that you value their input and intelligence, and will demonstrate your trust in them. Trust begets trust, so the idea here is to help strengthen your customer relationships.

6. Try a Blast from the Past

Putting out a mix of timely and evergreen content will ensure that your social media posts are relevant to your followers. On the other hand, changing things up a bit and posting something from the past can be effective too. One idea would be to share a memory that Facebook presented to you, or a then-and-now company photo. It’s okay to express how excited and proud you are at how far your company has come, and your followers will be glad to celebrate along with you.

7. A sweepstakes or giveaway.

These do require a prize (which usually isn’t free). But if you’ve got enough time to promote them, these type of posts can do very well. A word of caution, though: Sweeps and giveaways work best if you’ve got a fairly large audience. This isn’t a beginner tactic.

8. A caption writing contest.

In a “boring” industry? These are a great way to liven up a feed. All you need is a photograph (it’s even better if you use one you shot yourself). Don’t forget to celebrate the winning caption, either. One of the nicest things about caption contests s that they can fill up 3-6 post slots.

9. The video from an event or experience

Social media loves videos. They don’t have to be long, either. Even 10-15 seconds is enough. Two to three minutes is the max.

10. Customer feedback.

One of the best features of social media is interaction with customers. Even if it doesn’t always go well. But sometimes, things do go well, and a customer says something nice. Showcase it when they do.

11. A product tutorial.

Tutorials often end up selling more stuff than straight promotions.

12. SEO – YELP, Google My Business!