



## CONTENT PILLAR IDEAS

Choose your content pillars:

Content pillars represent the cornerstones of your content. They are the main categories for what you will post to ANY social media platform (not just Instagram). Using the content pillar ideas on the next few pages, in the boxes below, select 9-27 pillars (or type/write in your own). Rotate through the ones you choose and use them as a guide to keep you consistent. Tailor them to your brand and niche.

Expert Tip  
(V, P)

Behind the  
Scenes  
(P, V)

Quote,  
Affirmation,  
Mantra  
(P, G)

Illustration,  
Comic, Meme  
(G)

Unboxing of  
Product  
(V)

Website  
Screencast or  
Screenshot  
(V, P)

Client  
Testimonial  
(V, G)

Ask a  
Question, Poll  
(G)

This or That,  
Thumbs  
up/down,  
Yes or no  
(P, G)

P = Photo

V = Video

G = Graphic



## CONTENT PILLAR IDEAS

Choose your content pillars:

Helpful  
Checklist  
(G)

Selfie  
(P)

Brand Photo  
(P)

"How To"  
Post  
(P, G)

Fill-in-the-  
Blank  
(G)

Case Study  
Feature  
(P)

Product on  
Display  
(P)

Contest,  
Giveaway  
(P, G)

Product/  
Service  
Promotion  
(P, G)

P = Photo

V = Video

G = Graphic



## CONTENT PILLAR IDEAS

Choose your content pillars:

Shoutouts,  
Features  
(P, V, G)

Customer  
Spotlight (P)

Team  
Member  
Spotlight  
(P, G)

Short Tutorial  
(P, V)

Free  
Resource  
(P, G)

Product,  
Promotion  
(P, G, V)

Fun, Relatable  
Phrase  
(G)

Product  
Demo  
(V)

What's New  
(P, V, G)

P = Photo

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G = Graphic



## CONTENT PILLAR IDEAS

Choose your content pillars:

Celebratory,  
Holiday  
(P, V, G)

Favorites  
(P, G)

Roundup  
Posts  
(P, G)

Before/Afters  
(V, P)

Product being  
Packaged  
(V, P)

Short Quiz  
(G)

Fun  
Fact/Statistics  
Share  
(G)

Step by Step,  
Roadmap,  
Method  
(G)

Gif  
(V, G)

P = Photo

V = Video

G = Graphic



## CONTENT PILLAR IDEAS

Choose your content pillars:

Daily  
Thoughts  
(P)

Do's and  
Don'ts  
(G)

Blog Post  
(P, G)

Event  
(P, V, G)

Do a Q&A  
(V, P, G)

Countdown  
(V, G)

Personal Life  
(P, G, V)

Watch me  
Work  
(V)

User  
Generated  
(P, V)

P = Photo

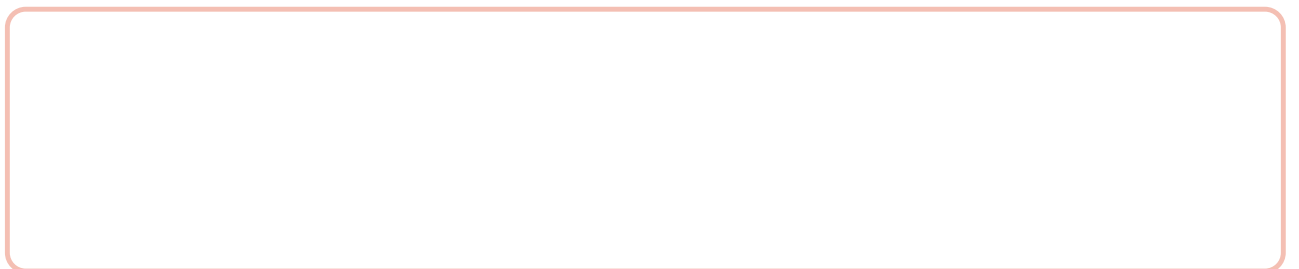
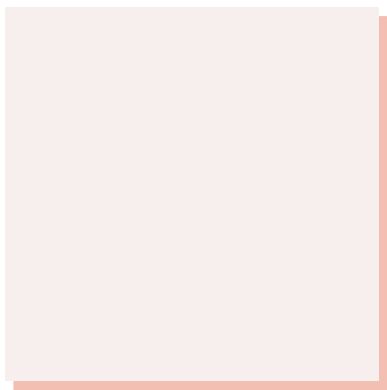
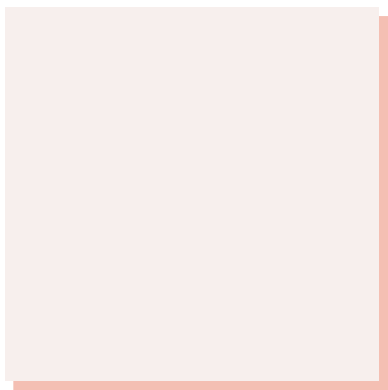
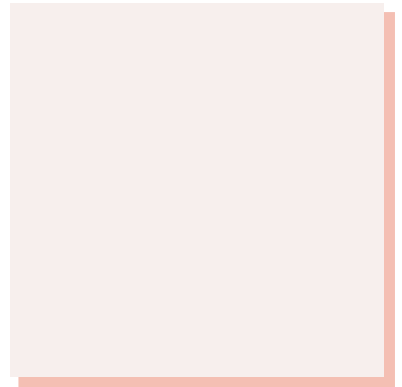
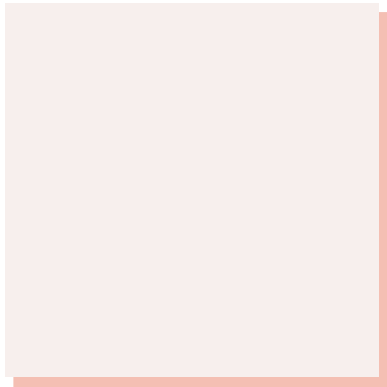
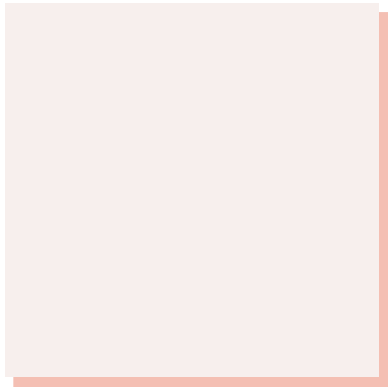
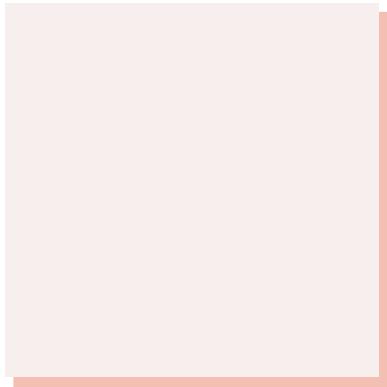
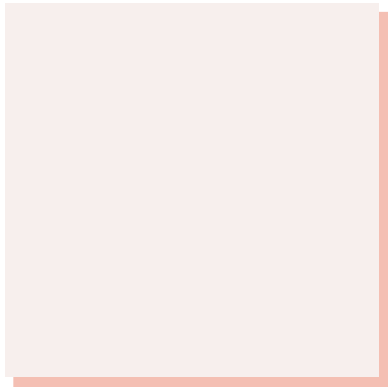
V = Video

G = Graphic



## CONTENT PILLAR IDEAS

Create your own content pillars:





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Create your own content pillars:

