

100 content ideas.



Posting consistently is key to growing. But sometimes coming up with content can leave you scratching your head for ideas and often means that you end up posting nothing at all. Here are 100 content ideas that you can use to keep that consistency going.

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1. News update
2. Your influences
3. Music that you love right now
4. Live performance
5. Official photos
6. Question & Answer on Stories
7. The story so far
8. The story of a song
9. Write a song for a fan
10. Relive a memory
11. An interesting insight from your day
12. Ask a question
13. How you're feeling
14. Run a competition
15. Play music that means something to you
16. Do what you do! Sing, write, produce, etc
17. Cut down of music video
18. Tell the story of your lyrics
19. Lyric video
20. Behind the scenes photos from video filming day
21. Behind the scenes photos from photoshoot day
22. Series of short behind the scenes video from filming day
23. Live stream premiere
24. Performance video
25. Inspirational quote
26. Interview a band member

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27. Take a section from an interview you have done (radio, magazine, blog, podcast etc)
28. Ask your fans to fill in the blanks “the best show you have seen of ours was at ___ and your favourite song was ___”
29. Run a poll on your stories
30. Photos from a gig
31. A day in the life of the band
32. Share a tip you have learnt about your instrument
33. Fan shoutouts
34. Sneak peek at upcoming merchandise
35. A ‘caption this’ photo
36. Awareness days
37. Weekly round up
38. Post a snippet of one of your songs and ask fans to guess
39. Post a ‘truth or fiction’ question
40. Post a childhood picture
41. Share an upcoming event you’re excited about
42. Post a fans cover of your song
43. Collaborate with a fan
44. Write about your favourite show you have performed
45. Share what inspires you
46. Recommend an album to listen to
47. Repost a fans post
48. Photos from the studio
49. Record a rehearsal
50. Unpack a new instrument
51. Remember your heroes
52. Video of you meeting a fan
53. Fun fact about the band
54. The song writing process
55. Reviews of your work
56. Where you always hangout
57. Last sound check
58. Where are you from?
59. Funniest moment on stage

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60. Thank you to fans
61. Tour diary
62. Studio diary
63. Cover song
64. Animation video
65. Music news
66. Music in your town/city
67. React to songs you wrote when you first started
68. Industry news
69. Genre news
70. A failure you have learned from
71. Make a series
72. Post about a hobby/interest you share with fans (e.g. skateboarding, classic cars, etc)
73. Tutorials
74. Gear reviews
75. Music playthrough
76. Fan reaction videos
77. Footage of your first gig
78. Footage of your first rehearsal
79. Photo of your first gig poster
80. Your favourite lyrics
81. Your pets
82. 'On this day' post
83. Personal life photo
84. Lists of your favourite things (venues, recording studios, gear)
85. Bloopers video
86. Original lyrics vs final lyrics (how a song has changed)
87. Your dream instrument
88. How you get ready for a show
89. Virtual tour of your set up
90. Share your strengths and weaknesses
91. Production process
92. Share a playlist you have made
93. Collaborate with another artist

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94. Remix of your song
95. Tease a new project
96. Ride along whilst you run musician errands
97. Ask fans for their song cover request
98. Narrate a music video
99. Your practice techniques
100. What music means to you

Let me see your content ideas in action by tagging @damiankeyes1 on Instagram!

Hey!

Congratulations on signing up to DKMBA and welcome to the family!

I can't wait to get to know you and help you with your music and your career.

Let's do this!

Damian Keyes

