

# 5 Ways to Find Content to Share on Social Media

*A bonus resource from **Lights, Camera, Click** by Debbie Campbell Fowler*

One of the biggest challenges for new marketers is knowing what to post. Here are five reliable ways to find great content your audience will love.

## 1. Google Alerts [google.com/alerts](https://www.google.com/alerts)

Set up free alerts for keywords related to your niche. Google will notify you whenever new content is published on those topics. You will never run out of things to share.

## 2. Industry Newsletters and Blogs

Subscribe to the top blogs and newsletters in your niche. When you read something valuable, share it with your audience and add your own brief commentary. This positions you as someone who stays current.

## 3. Your Own Experience

Do not underestimate the value of your own story. Share what you are learning, mistakes you have made, tools you are trying, and results you are seeing. Authentic personal content often performs better than anything else.

## 4. Answer Questions Your Audience Is Already Asking

Search your topic on Reddit, Quora, or in Facebook groups. Look for questions people ask repeatedly. Turn those answers into posts, short videos, or graphics. You are creating content people are already searching for.

## 5. Repurpose Your Best Content

Turn a blog post into a series of social media posts. Turn a how-to guide into a short video. Turn a customer question into a tips post. One piece of good content can fuel your social media calendar for weeks.

**Ready to learn more? Pick up your copy of *Lights, Camera, Click* on Amazon.**