

4C Social Content Questions

These are content starters. Make sure you expand on how these connect to you. This simple statement, “the reason I am sharing this with you” connects to the question to finish out your content. Your goal is to “humanize” yourself to your audience with this information.

Starters:

Content starters are the first steps to making great social media posts. They're like the opening lines of a story that set the scene for everything else. They give you a starting point to share your ideas, personal tales, or work experiences. Think of them as the foundation of your social media story. They help make your posts interesting and relatable, catching your audience's attention and getting them involved. These starters are really helpful for connecting with people in a meaningful way.

- I remember when
- I remember thinking
- I was in a recent conversation,
- When I was a kid
- The most influential person in my life
- One memory that I keep going back to
- My ____ (dad) taught me the value in ____ (hard work)
- To me, ____ (integrity) means ____.
- To me, my biggest failure was ____.
- To me, I feel like I let ____ (friend/family/team) down when ____ happened.
- A current (thought) leader I most identify with is ____.
- One thing that really stood out to me was ____.
- It became apparent that I would do ____ when ____.
- My biggest life lesson was ____.
- If I could speak to my 20-year-old self, the advice I would give them is ____.
- 5 things most people don't know about me are ____.

Triggers:

A content trigger is like that "aha!" moment that gets you excited to post on social media. It's like a spark that lights up an idea or feeling inside you, making you eager to tell a story, share a thought, or talk about an experience. These triggers can pop up from anywhere – a book you read, a chat with someone, something big or small happening in your life, or a question someone throws your way.

- What intrigues you?
- What gets you fired up?
- What gets you motivated?
- What stirs up your “righteous anger?”
- What has you loving your team?
- What types of people do you love hanging around?
- What types of people would you try to change?
- What’s a big dream of yours that you have dreamed about for a long time?

Questions For Great Leadership Content

Now that you’ve started on your content journey. Here are some questions that lead to great content!

- What are you learning the most lately? What are you teaching others to do right now?
- What's something new you've tried recently?
- What was a challenging moment in your career that helped you grow?
- How do you unwind and connect with yourself or your friends/family?
- What’s saving your life right now?
- What types of people do you love hanging around?
- What would it be if you could only eat one meal for the rest of your life?
- Share about your favorite vacation you've ever taken.
- When was a time when you felt deeply proud of something you've done?
- Share about a time you felt embarrassed about how you acted or reacted.
- What do you love about where you live?
- Who in your family inspires you the most and why?
- What's your morning or evening routine?
- What TV show/movie/song always puts you in a good mood?
- What's something very few people know about you?
- What life lessons did your parents/teachers/coaches share with you throughout childhood that still stick with you today?

- If you were stranded on a deserted island, what would be the five things you must have with you?
- What are some favorite books or speakers you have encountered recently, and what are your main takeaways?
- How would you describe your ideal day, from start to finish?
- What memory stands out to you when you think of your closest friend?
- What do you look for in a friend?
- What qualities make a good business partner?
- What was your dream job as a child?
- Have you always wanted to live where you live now? What is your dream place to live?
- If you could meet yourself 20 years ago, what advice would you give yourself?
- What is your favorite book and why?
- Do you consider yourself to be more introverted or extroverted?
- Do you prefer a rainy day or a sunny day? Why?
- What do you spend most of your time doing? (Besides for working)
- What is your comfort TV show?
- If you could see one musician, dead or alive, who would it be?
- If you could talk to one famous person, dead or alive, who would it be?
- What are you most grateful for?
- Where is there room for improvement in your life?
- If you could live anywhere, where would it be?
- How do you balance your work and personal life?
- What's your biggest fear?
- What makes you angry?
- What advice would you give your younger self?
- What's the best thing about your job?
- What skills should someone in your field have?
- What are your goals? What is a "win" for you?
- What are you passionate about?
- Do you have any leadership "isms" that you use as you lead? These are things you find yourself repeating to people.
- Why do you believe you have been successful?
- Why do you believe people follow you?
- What books have you been influenced by?
- What key people have you been influenced by?
- Describe your style of leadership.
- Why do you believe people succeed and fail in the mortgage biz?
- What do you do outside of the mortgage business for pleasure?
- If you had to give a young person just getting into business advice, what would you tell them?
- Who is a "hero" of yours, and why? Make a list.
- Do you have a favorite movie? Is there any good leadership context around it?
- What is one thing few people know about you?

- Favorite movies x 3 (how do they connect to your leadership?)
- Favorite books x 5 (share a pic of a page you highlighted with a key thought)
- Favorite influencers x 3 (share why they resonate with you)
- Personality profile (how self-awareness improves your leadership)
- Top 5 leadership quotes you use
- Top 4 core values you live out
- Vision for you and/or your company
- Favorite places they love to travel to. (connect to rejuvenation)
- 3 most critical moments in life. (tell the story and the lessons you learned)
- Tell me about a time you have failed. (what lessons did you learn)
- Description of the current season of life. (what are you growing through)
- Do you volunteer? (why is this important to you?)
- What charities or organizations do you support? (why those organizations are important to you)
- What does ____ (core value) mean to you?
- Include a story about what that core value means.
- How did you come to know what your core values were?
 - A story about the discovery of them
- What's a memory of someone demonstrating a core value that stood out to you?
- What's your favorite childhood memory?
- What line from a book really stood out to you?
- What did you want to be as a kid?
- What's your favorite sports team/ player?
- What's a moment where you realized, "Hey, I might be doing this right."
- What are some changes that you've made that have improved your business?
- Do you ever repeat anything that someone else has said to you? What resonated with you so much that you remembered it and now use it?
- What lesson do you remember from school or a teacher or coach who influenced you?