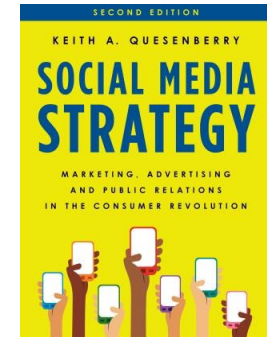


HOW TO CREATE ENGAGING SOCIAL MEDIA IDEAS

[Google's Engagement Project](#) found the most compelling content is everyday moments framed in a different way or juxtaposed for a new perspective. We are attracted to the "fascinating familiar." Social media pros spend most of their time (60%) on [content development](#) and most marketers consider engagement to be their [top measurement](#) of social media ROI. Yet a lifetime of experiences from school to work have taught us to be uncreative. Following an idea process can help you learn to be creative again. In 1940, James Young Webb published [A Technique for Producing Ideas](#). Creative ideas are merely new combinations of elements and this process helps you produce them. Aspects of this process have been described by creative people in a variety of fields from fine artists and writers to researchers and engineers. Now it's your turn.



Process for Creating Engaging Ideas: "Fascinatingly Familiar" Social Media Content.

1 - Gather Raw Material

Collect specific information about the product/service and the target audience. Always be collecting general knowledge about the world.

2 - Play Matchmaker

Take different bits of raw info. View from all angles. Try two together. Try two more. Look for a new relationship. Ask "why not?" Write it all down.

3 - Forget About It

Make no direct effort to work on the problem. Go have fun. Play a game, run, see a film. Put it out of your conscious mind so your subconscious mind can get to work.

4 - Birth of the Idea

If you follow the other stages suddenly an unexpected idea will pop into mind from your subconscious. It can happen anywhere/anytime. Capture it quickly or it will disappear.

5 - Optimize the Idea

Compare your subconscious "Eureka" ideas to the facts and conditions of the brand case. Get feedback from others. Refine ideas into practical usefulness.



Adapted from Young, James Webb, 1886-1973. A technique for producing ideas, Chicago, Advertising Publications, inc. [c1940]