



121 Questions to ask
on Social Media
to spark engagement

What is your favourite...

1. What is your favourite season?

Post with a seasonal graphic.

2. What is your favourite book?

Share what you read in your spare time.

3. What is your favourite type of music?

Post with an image of you working, with Spotify or Apple Music window on your screen.

4. What is your favourite color?

Post with an image of something you made that is your favorite color.

5. What is your favourite TV show/movie?

Post with a shot of you working on the computer while watching your favorite show.

6. What is your favourite food?

Post with an image of your lunch break eating your favorite food.

7. What is your favourite sport?

Post with a picture of a sports related product.

8. What is your favourite holiday?

Include a link to your holiday-themed products or a photo of your favourite destination.

9. What is your favourite resource or tool?

Share a screenshot of your favourite tool or resource you use.

10. What is your favourite YouTube channel?

Post a screenshot of your favourite YouTube channel.

11. What is your favourite product or service?

Take a photo of your favourite product you swear by.

12. What is your favourite entrepreneur or role model?

Post a photo of your role model or favourite entrepreneur.



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13. What is your favourite funny video clip?

Share your favourite funny video.

14. What is your favourite form of entertainment?

Share how do you like to entertain in your free time.

Which one do you like better?

Let the conversation began and watch your engagement rate explode

15. Tea or coffee?

Post a photo or a link to a tea/coffee-related product.

16. Beer or wine?

Post a photo or a link to a beverage related product.

17. Cats or dogs?

Post a funny photo of cats and dogs.

18. Version of your product.

Post two versions of a product you created and ask which one your fans like more.

Would you rather...

Would you rather questions are a great way to get a conversation started in a fun and interesting way. And it's easy to get into some amazing conversations by just asking "why" after a would you rather question. You'll get some very interesting answers and probably learn a lot about your followers.

19. Would you rather buy something handmade or make it yourself?

Share something you made.

20. Would you rather give a gift or get a gift?

21. Would you rather be early or late?

Share your answer with a funny story.

22. Would you rather live alone in beautiful countryside or live in the city? Why?

Share your opinion.



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HOW TO SPARK AN ENGAGEMENT ON SOCIAL MEDIA?

23. Would you rather plan your days or choose on the fly?

Share a planner related products.

24. Would you rather be stranded on a remote island alone for a year or be in a prison for one year?

Share your answer as well.

25. Would you rather have all traffic lights you approach be green or never have to stand in line again?

Post an image of a traffic jam or a long line of people.

26. Would you rather spend the rest of your life with a sailboat as your home or an RV as your home?

Share your choice of lifestyle.

27. Would you rather be able to see 10 minutes into your own future or 10 minutes into the future of anyone but yourself?

Share what will be your superpower of choice.

28. Would you rather have an easy job working for someone else or work for yourself but work incredibly hard? Why?

29. Would you rather go back to age 5 with everything you know now or know now everything your future self will learn?

30. Would you rather be unable to use search engines or unable to use social media?

31. Would you rather give up bathing for a month or give up the internet for a month?

32. Would you rather have 10 million followers on Instagram or find true love?

33. Would you rather: travel with a group, solo travel, or meet other travellers along the way? What's your pick and why?

34. Would you rather be a famous director or a famous actor?

35. Would you rather live without the internet or live without AC and heating?

36. Would you rather be able to teleport anywhere or be able to read minds?

37. Would you rather be an amazing painter or a brilliant mathematician?



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If you could...

38. If you could travel back in time, what would you change?

Talk about the first days you started your business.

39. If you could meet anyone, who would it be?

Share who you'd meet and why. Keep it tied to your business.

40. If you could retire today, what would you do with your free time?

Say that you'd keep running your business and helping your audience.

41. If you won a \$10 million in a lottery, how would you spend your winnings?

Share how would you spend the money to change the world.

42. If you could tell one thing to your 15-year self, what would you say?

Share a pearl of wisdom you learned the hard way.

43. If you could travel anywhere in the world, where would you go?

Disclose your favourite travel destination.

44. If you had to move to another country? Where will you go?

Explain where would you move and why.

45. If you could be famous for one day what would you do or change around you?

Tell your fans what would you do.

Ask for help

Find out how can you help your audience, what products or services they need or what do they struggle with. This will help you improve your service and create products your audience will be happy to buy.

46. Ask how can you help or what to improve.

47. What do you struggle with the most right now?

48. What is the one thing that bugs you the most about...



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Fun / generic questions

49. Describe yourself in three words.
50. What nice thing you did for somebody in your life today?
51. Which three things you could not live without?
52. Which incredible thing did you experience recently?
53. Who is your favourite superhero and why?
54. What comes to your mind when you hear the word...
55. When you were a kid, which career did you want?
56. Give the person above (in this thread) a compliment.
57. What's on your bucket list?

Share what is on your personal bucket list.

58. Once upon a time...

Ask your fans to write a funny story. Start with one sentence, then people can build the story with their comments. The rule is one person, one comment, one sentence of the story. Post the complete story in the end as a separate post.

Philosophical questions

59. What was a defining moment in your life that pointed you where you are today?
60. What one decision in your life would you like to go back and change?
61. What is the most important skill to have?
62. What are the most important three things we should teach our children?

Social media questions

63. Has Social media made your life better? How?
64. Which social network do you use the most? Why?
65. Does your mood affect your behaviour on Social Media?



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Healthy lifestyle questions

66. Are you a healthy eater? What motivates you to eat healthily? 67. What's your favourite healthy snack/food?
68. When and how often do you exercise?
69. How active are you?
70. Do you prefer active or passive holiday?
71. How many cups of coffee do you drink a day?
72. Which one sport activity would you like to try?
73. Jogging in the winter - yes or no?
74. What's your favourite recipe?
75. What's causing you the most amount of stress in your life right now?
76. What is the first thing you do when you wake up in the morning?
77. How much sleep do you usually have?

What was your...

78. What was your first car?

Post a photo of your first car.

79. What was your first job?

Talk about your first job and what you learned there.

80. What was your last vacation?

Post a photo from your vacation.

81. What was your first pet?

Share a photo of your pet.

Technology questions

82. What are your top 3 most used apps?
83. What is the favourite piece of technology that you own?



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- 84. In your opinion, what was the best invention of the last 50 years?
- 85. Does technology make life easier or more complicated?
- 86. What technology from a science fiction movie would you most like to have?
- 87. What is the most useful app on your phone?

Fill in the blanks questions

- 88. My favourite thing about my life right now is ____.
- 89. The one thing I want to learn is ____.
- 90. I think people should be more ____.
- 91. My favourite way to relax after a long day is ____.
- 92. ____ always makes me smile.
- 93. If I could be the CEO of any company, I'd be the CEO of ____ because ____.
- 94. My favourite ____ is ____ because ____.
- 95. ____ inspires me because ____.

Current events

- 96. What do you think of...
- 97. For big games and the Olympics: Which team do you want to win?
- 98. Award shows/premieres: Who is your favorite actor and why?

Leisure

- 99. How much free time do you usually have for yourself every week?
- 100. How do you spend your free/leisure time?
- 101. If we all worked fewer hours a week, we would have more time to spend on leisure activities. What activities would you like to indulge in?
- 102. Is there something you wish to do/start but don't have too much time for? 103. Does spending leisure time for yourself help you become more productive? 104. Describe your idea of a perfect day.



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Productivity

- 105. What is your favourite productivity hack?
- 106. What is the first thing you do in the morning?
- 107. How do you handle...
- 108. What's your favourite management or productivity tool?
- 109. How often do you eat your lunch at your work desk?
- 110. What is the one thing you would love to outsource?

Gratitude

- 111. What are two things that happened this week that you're grateful for?
- 112. What is different in your life today than it was a year ago that you're grateful for?
- 113. Who are the people around you that you're grateful for? This is your chance to let them know. Tag them or give them a call.
- 114. What is the one thing you can do today for the people you care about? Inspire us.
- 115. Which person made a big positive impact on your life and why?

Promotion & business growth

- 116. If we gave you \$1 000 to spend with us, which products would you stock up on?
- 117. If we offered courses, what would you like to learn from us?
- 118. If we offered to make you anything you want, what would it be?
- 119. If we ran a giveaway content, which product would you like to win?
- 120. If we offered to take you behind the scenes, what would you like to see?
- 121. Ask us anything.

Give your followers a chance to ask you anything they like. Humans are by nature curious beings and want to know more about people they admire.



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