Relay

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THE ULTIMATE GUIDE:

101 Ways Social Media Walls Can Boost Your Brand

GoPro   LIV GOLF   AO australian open   HARVARD UNIVERSITY   Messe Düsseldorf

101 ways to use social walls company-wide

Social media walls help companies in various industries boost audience interaction in physical and digital spaces. They act as a soft brand endorsement that increases trust and awareness and leads to more conversions.

Whether you're hosting a global event, enhancing internal communications, or simply looking to add more life to your website, social walls offer a dynamic, real-time way to connect with your audience.

In this guide, we have covered 101 possible ways social walls can be utilized across various industries and companies to enhance engagement, impact, and conversions. Let's dive in:

Why use social media walls?

Social media walls across industries provide more brand exposure and seamless social conversions. Learn how:

1. They boost engagement

Social walls create visual engagement. With social walls, you can add dynamic social posts featuring real faces and opinions that instantly capture attention and provide visitors with a deeper understanding of the brand.

You can also add interactive social walls with polls, quizzes, and FAQs to capture more eyes. It all helps visitors build more confidence in your brand.

2. They strengthen brand identity

Social content is an extended part of your marketing, and by integrating social walls on websites, events, or in-store digital signages, you make your brand more memorable to visitors.

Social walls articulate how your brand looks, feels, and sounds to the outside world. They consistently add a vibrant personality to your brand, making your presence cohesive and engaging.

You can also add interactive social walls with polls, quizzes, and FAQs to capture more eyes. It all helps visitors build more confidence in your brand.

3. They increase content visibility

Not all great social content reaches a wide audience organically.

Social media walls help repurpose this content by showcasing it in high-traffic areas, like landing pages, digital screens at events, or even in-store displays.

As more eyes are drawn to the content, the visibility of both branded and user-generated posts increases.

4. They grow social media following and engagement

When you add social walls to your websites or other digital screens, you make more and more people aware of your social profiles.

Additionally, the excitement of being featured on a live social wall motivates people to follow your account and engage with your content.

Over time, this turns passive viewers into active followers and fans.

5. They build trust with social proof

Embed social proof walls to target more sales. Social proof walls serve as a visual testament to how real people engage with your brand.

From unboxing videos and reviews to testimonials and casual mentions, UGC testimonials act as authentic social proof that can lift **purchase intent by 30%.**

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101 social wall ideas for different industries

You can use social walls for:

- Sports and fan engagement
- Marketing and creative agencies
- Retail shops
- Non-profits and associations
- Corporate intranets

- Tourism and hospitality
- E-Commerce and retail
- Real Estate Marketing
- Education websites
- Live events

Sports and Fan Engagement

1. Team news & updates

Add pre-match lineups, live scoreboards, post-match reactions, and weather or venue alerts **to your website's homepage**. This turns a static homepage into **an interactive emotional experience** for fans - check out VfL Wolfsburg's above.


2. Player spotlights & accomplishments

Highlight key players' achievements, such as career highlight reels, player of the week honors, or contract announcements, to enhance digital fan engagement - just like the New Zealand cricket team does above.

3. Regional language-specific feeds

Add social posts with local commentary, regional slang, and native language content to your website **to connect with fans from different regions** and make them feel special. For example, Wolfsburg in the above image.
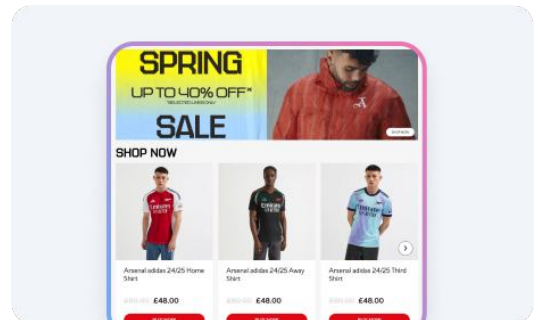
4. Brand sponsorship shoutout/activation

Add a social wall of sponsored hashtags, influencer collaborations, and fan-generated brand shoutouts to activate partnerships on matchday. This helps **brands gain more visibility.**

For example, Arsenal keeps it simple, but you could include social posts featuring real people wearing the merchandise for greater impact.

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Sports and Fan Engagement
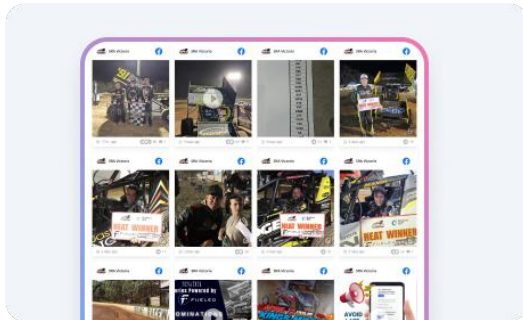
5. Behind-the-scenes (BTS) content

Add behind-the-scenes training clips, locker room fun, team travel diaries, and candid photos from staff or players to your social wall. This instantly connects with fans, as they love seeing the human side of their teams. Like SprintCarWorld does above.
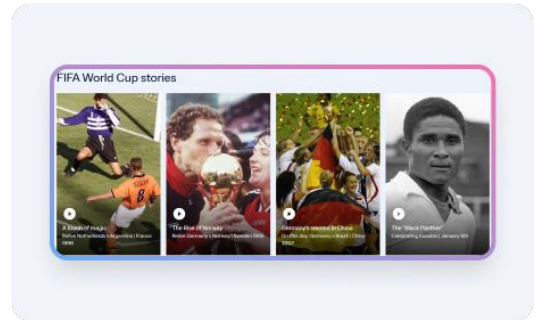
6. Nostalgia & team history

Add throwback photos, iconic match replays, and fan stories on your website or stadium screens. To make it more meaningful, it should be done on key dates or anniversaries. Here is an example from FIFA, you can do the same with a social wall.
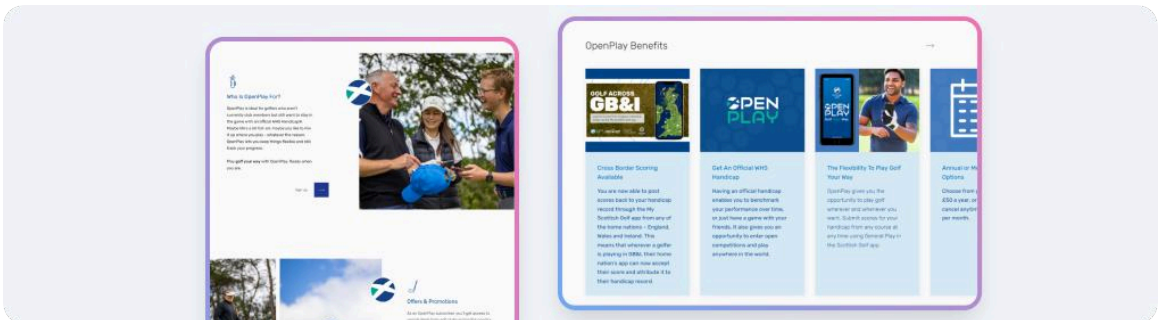
7. Membership-focused content

Use a members-only social wall section to display early match previews, voting polls, VIP event access, or community-generated posts. It helps you present the exclusive content more dynamically.

For example, Scottish Golf uses generic images on its membership page. But a UGC wall of real moments from existing members, or snippets of behind-the-scenes benefits, could make a bigger impact and encourage more people to sign up.

Sports and Fan Engagement

8. Gameplay breakdowns & video highlights

Embed expert analysis, fan breakdowns, and highlight reels into your matchday social wall. Use it to feature player moves, strategy insights, or fan commentary from YouTube, Twitter, and TikTok. Like Golf New Zealand does above.
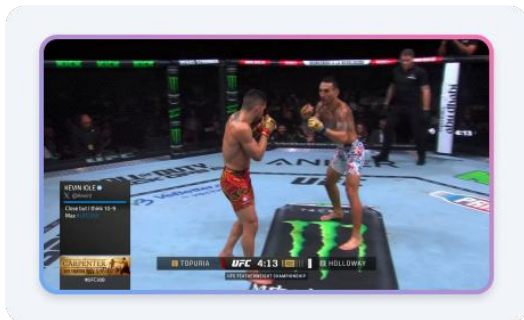
9. In-stadium & public venue displays

Set up large screen social walls in stadiums, fan zones, and public areas to display tweets from fans or celebrities. It makes the crowd feel more involved. For example, UFC embeds Twitter live posts in between live fights.
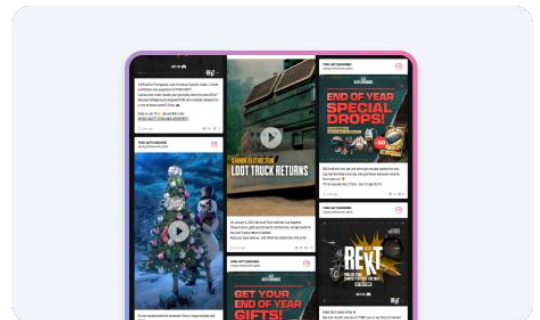
10. Conversion-oriented CTAs

Add UGC social posts with CTAs such as Shop now, register for membership, or Book the next game tickets. These frictionless touchpoints can convert engaged viewers into action-takers. For example, the PUBG community webpage features social posts that promote limited-edition game gear sales:

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Marketing and Creative Agencies
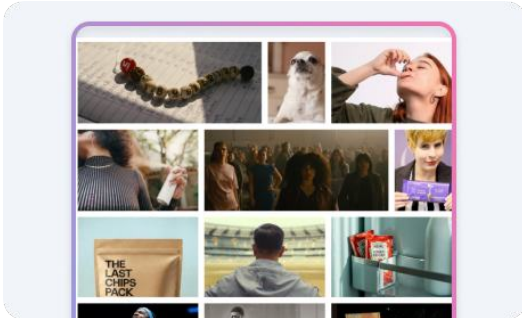
11. Client campaign showcases

Add campaign visuals, performance stats, client shoutouts, and live campaign reactions to establish proven impact. Like how Ogilvy adds all their campaigns to their website homepage to showcase credibility.
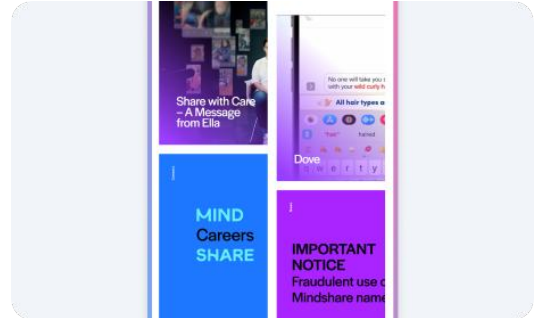

12. Portfolio highlights

You can embed full video case studies, creative mockups, or past project reels as a visual portfolio wall. It instantly catches attention and builds trust with website visitors. Like MindShare, attach Vimeo videos of their campaigns on their homepage.
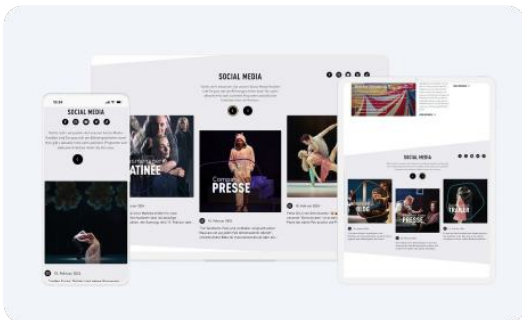
13. Press reviews and news from other website areas

Pull press features, media mentions, award coverage, or blog announcements into your wall. It signals credibility, thought leadership, and momentum to visiting clients. Like 247GRAD.
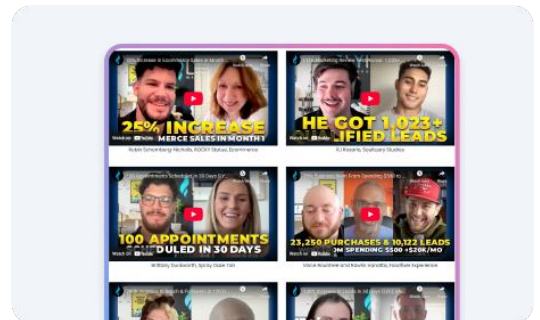
14. Testimonial & review wall

You can add client feedback posts, reviews, or video testimonials from platforms like Clutch or G2. Such social proof adds credibility to your website. While many companies simply paste text testimonials, you can add dynamic videos and posts to increase trust.

Here is an example of Lyfe Marketing embedding client YouTube videos. For a more engaging experience, consider using a social wall with dynamic layouts instead.

Marketing and Creative Agencies

15. Creative campaign launches

Showcase sneak peeks, teaser trailers, launch reactions, and user engagement for campaigns. It generates excitement and positions you as an innovator. Above is an example from ATTN Agency.


16. Behind-the-Scenes

Add a social wall of ideation sketches, brainstorming sessions, bloopers, and real-time creation snippets. This provides clients with transparency and showcases the passion and process behind your work. Just like 247GRAD.
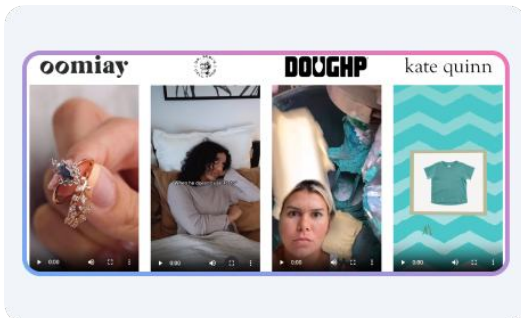
17. Clients live social media campaigns

Display a live social wall of influencer collaborations, product social campaigns, or event promotions. It helps to win over new clients by showing proof of performance in action. Above is an example from Rossman.
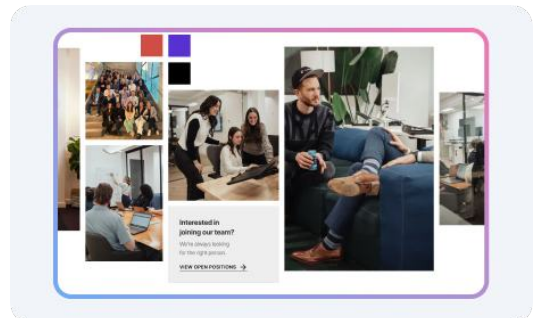
18. Team stories

Add a section where you highlight team member achievements, work anniversaries, personal projects, and team bonding moments. This builds relatability and a human connection.

For example, AdVenture shows photos of its team working on its homepage. You can switch to a social wall with team videos to make it more engaging.
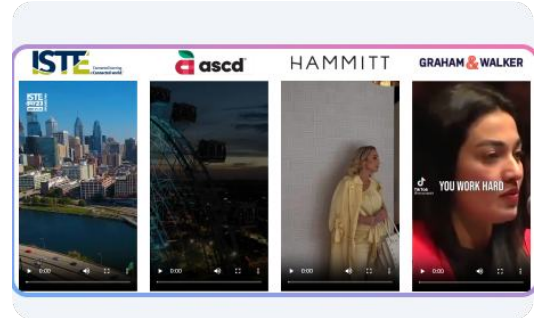
Marketing and Creative Agencies
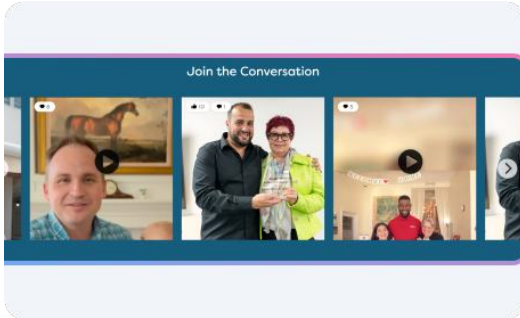
19. Recruitment & employer branding

Add a social wall of open job posts, team testimonials, office culture moments, and hiring events. This not only attracts talent but also assures clients that your team is growing and stable. Like Hilton Grand Vacations above.

20. Add events or conference snippets

Showcase agency-hosted events, industry conferences, client workshops, or creative sessions through a vibrant social wall. It reflects your agency's active presence in the industry and builds trust with potential clients. Like Rossman.

In-Store Retail Displays

21. Showcase customer reviews & testimonials

Add a social wall of Google reviews, Instagram stories, or tweets of your happy customers on your in-store screens to provide instant social proof to new customers. This helps you drive more conversions. Like Oppo store shown here.

22. Feature user-generated content (UGC)

Showcase tagged social photos, product unboxing videos, or customer experience reels in shops. UGC content establishes authenticity, and when store visitors see such content, they trust your brand and product easily. Like Lush:

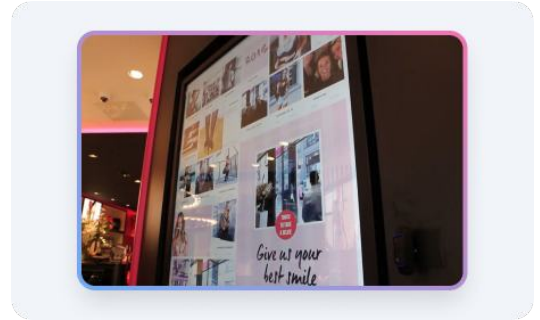# In-Store Retail Displays

23. Integrate influencer & brand ambassador content

Add influencer collaboration posts from different social platforms on your digital signage to give your brand more credibility and an inspirational image, just like Sephora.

24. Display live hashtag feeds

Show trending content using your branded hashtag in real-time. This fosters a sense of community and encourages more customers to post using your tag. Like Hunkemoller here.

25. Showcase bestseller

You can also add social posts featuring your latest bestsellers or buzzworthy products, where people can convincingly showcase their excitement for your products. It nudges buyers towards high-performing products. Above is an example of MAC Cosmetics.

26. Show live social media mentions & tags

Display tweets, tags, or shoutouts from customers as they happen. It creates a lively and inclusive vibe where everyone feels seen and appreciated. For example, Zotter showcases customer feedback about its chocolate flavors on its social wall.

In-Store Retail Displays
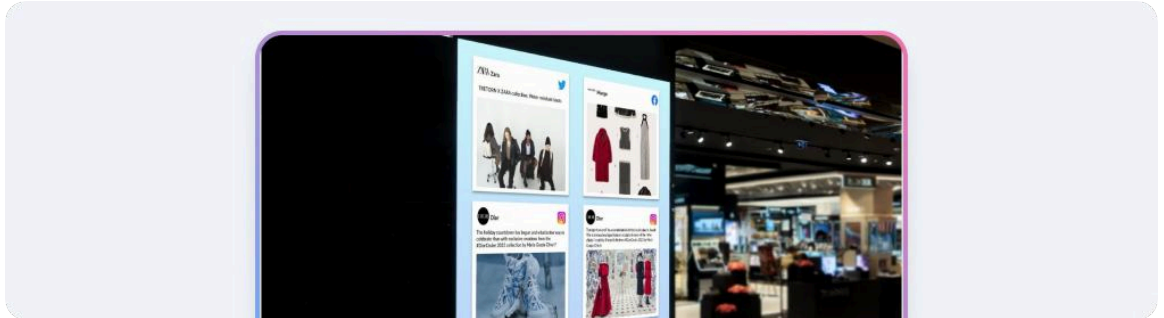

27. Display seasonal & holiday-themed content

Add cheerful festive social posts, such as your new season launches, festive sales, or customer UGC posts, to your social wall. It boosts emotional resonance and creates a cheerful shopping atmosphere. Like Zara above.

Non-profits and Associations
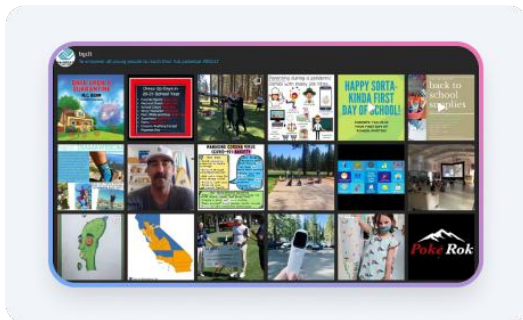
28. Fundraising campaigns

Feature donor shoutouts, real-time contribution updates, and thank-you posts on your social wall. These foster a sense of urgency and collective impact, motivating more people to give. Like Boys & Girls Club of Lake Tahoe.
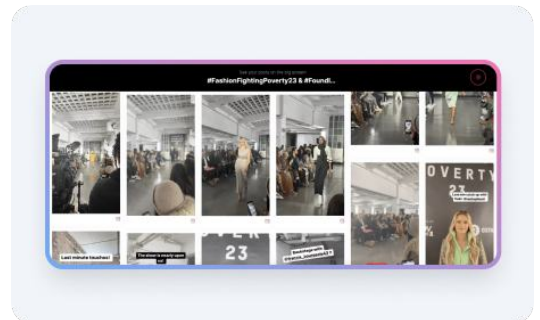
29. Event showcases

Include live tweets, photos, and videos from galas, marathons, or awareness walks. This brings energy and transparency to your events, encouraging virtual participation and building trust.

For example, Oxfam showcased its charitable initiative at London Fashion Week via a live event hashtag social wall:

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Non-profits and Associations

30. Volunteer spotlights

Share testimonials, day-in-the-life stories, and gratitude posts for your volunteers. This makes them feel seen while inspiring others to get involved. Just like the Waterloo Catholic District School Board.
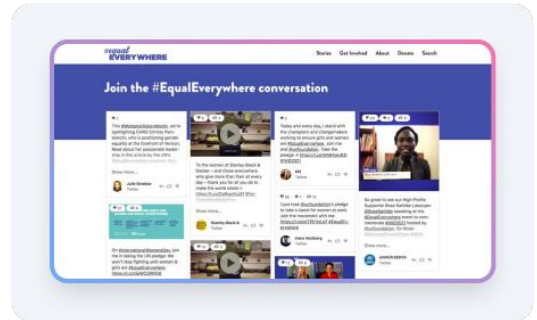
31. Storytelling awareness campaigns

Curate personal stories, community challenges, and recovery journeys for emotional storytelling. It drives empathy and strengthens supporter bonds. Like the United Nations Foundation:

32. Hashtag campaigns

Display curated posts from a campaign-specific hashtag. This builds a community narrative around your cause and boosts campaign visibility. Like Bivac Solidari.
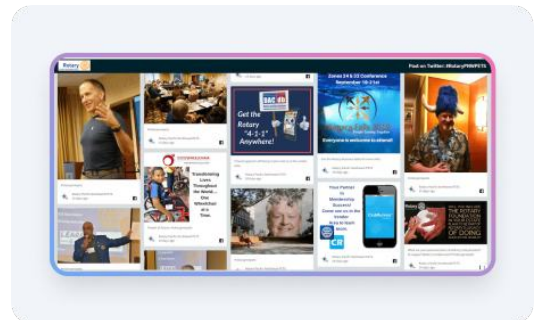
33. Individual impact highlights

Showcase stories of individuals who benefited from your support. Share their journeys through social posts to build trust, demonstrate real impact, and inspire others. Like Rotary shown above,

In-Store Retail Displays

34. Partnership spotlights

Highlight collaborative wins, co-hosted campaigns, or brand supporters through social posts. It strengthens partner relationships and showcases shared values. Like Boys & Girls Club of Lake Tahoe.
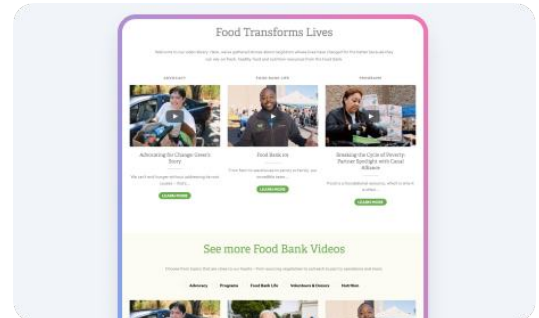

35. Emergency & crisis updates

Share real-time alerts, ongoing campaigns, safety instructions, and donation needs via live feeds. This creates a trusted, central source of information in fast-changing situations. Just like the San Francisco-Marin Food Bank.
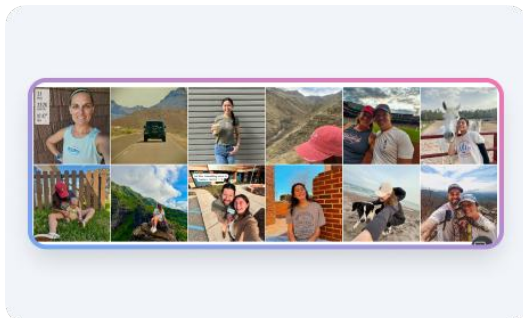
36. Merchandise promotion

Post user-generated content with your merch—t-shirts, badges, or wristbands. It promotes awareness and raises funds, all while creating brand advocates.

For example, Life is Good.
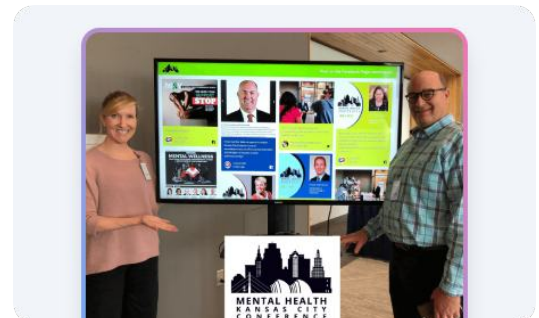
37. Recognition & awards

Highlight individuals' contributions, certifications, or supporter milestones through celebratory posts. This publicly honors contributions and boosts community pride. For example, CommCARE displayed such a social wall at one of its events.

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Corporate
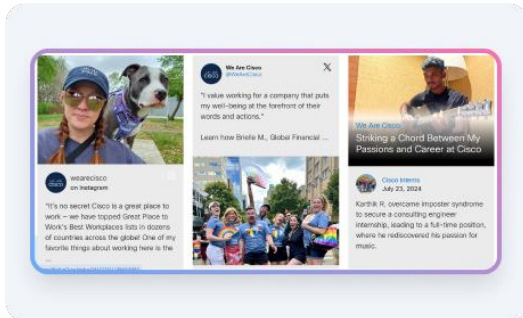


38. Employee advocacy

Share behind-the-scenes moments, work anniversaries, and employee-generated content to build authenticity and trust. It boosts morale and creates a unified brand voice. Like CISCO:

39. Company news & announcements

Share leadership updates, quarterly results, press mentions, and internal memos. It ensures transparency and keeps everyone aligned with the company's direction. Like Microsoft:
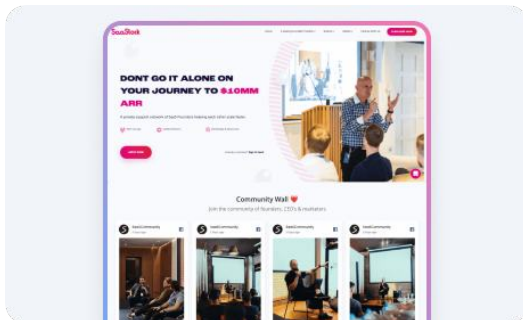
40. Internal event highlights

Post photos, reels, and real-time updates from team outings, offsites, and celebrations. It keeps the energy alive post-event and builds a sense of community. Like SaaStock:

41. Employee recognition

Feature employee shoutouts, monthly awards, event posts, and top performer highlights on the social wall. It boosts morale and makes employees feel seen and valued. Like, Acumen Business Law:

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Corporate
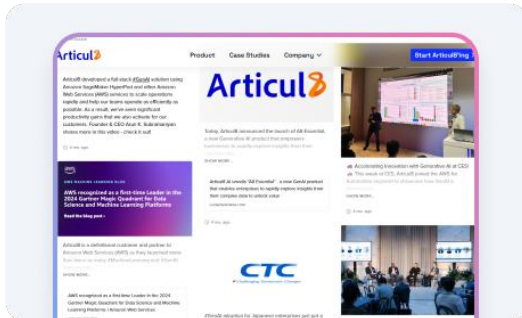
42. Product & innovation updates

Showcase new launches, beta rollouts, or internal product demos with visuals and feedback. It drives excitement in team members. Like Articul8 above.
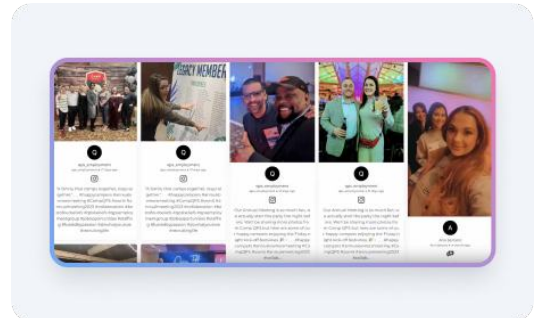
43. HR & wellness programs

Promote fitness challenges, annual meet-ups, wellness webinars, leave policies, or mental health resources. It supports work-life balance and shows that the company cares. Like QPS Employment Group:
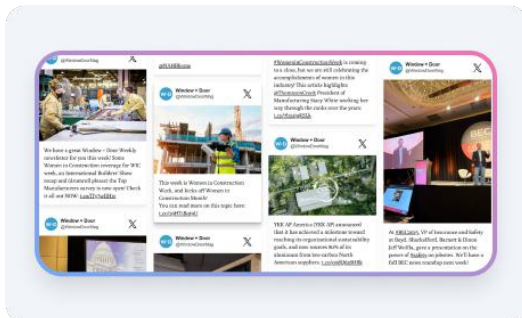
44. Celebrating company culture

Feature diversity spotlights, value-driven stories, team traditions, and DEI initiatives to strengthen brand identity. Like Window+Door.
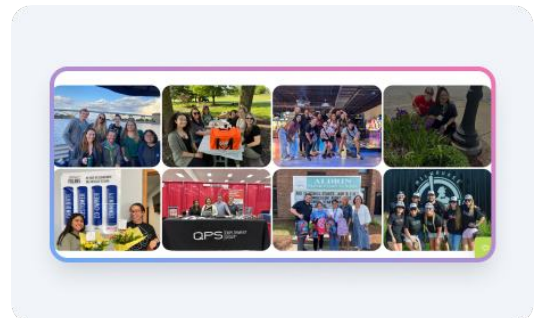
45. Team outings & picnics

Share social posts from team outings, offsites, or casual picnics to showcase your company culture. It turns your website into a digital memory board, more than just a work tool.

For example, QPS Employment Group embedded static images into their community webpage. Instead, use an auto-updating social wall to showcase dynamic, real-time content:

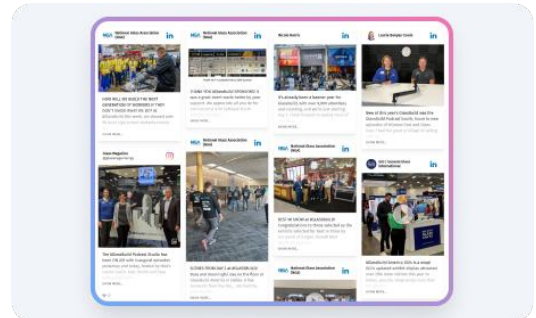# Corporate
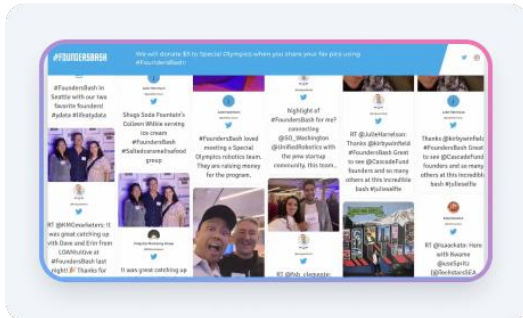
46. User-generated content

Encourage employees to post their work setups, team moments, company events snippets, or hackathon ideas. It makes the intranet interactive and crowdsourced, not top-down. Like Ascend:

47. Live event engagement

Add event photos on your website, or live social posts of attendees with real-time reactions and feedback on digital screens. It highlights the community and gives employees a voice during key conversations. Like GlassBuild America.

Tourism and Hospitality
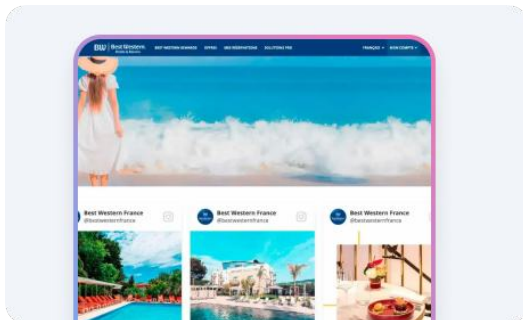
48. Luxury services

You can create a wall that showcases high-end amenities, spa experiences, fine dining visuals, and VIP services to spark aspiration and position your brand as premium in the traveler's mind. For example, Best Western displays its luxury services with social posts on its website:
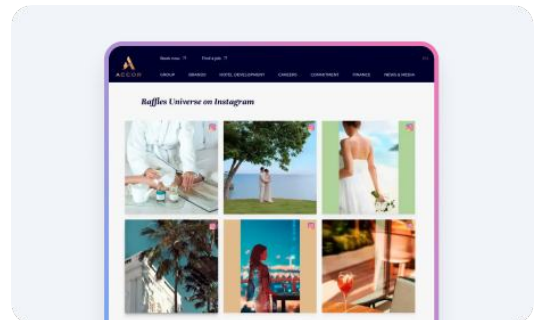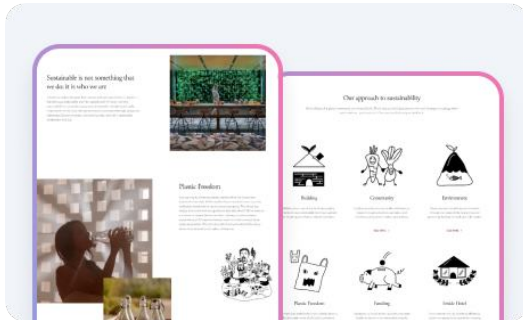
49. Promoting exclusive events

Feature countdowns, influencer check-ins, behind-the-scenes setups, or guest posts from events like wine tastings or private beach parties. It helps build FOMO and drives bookings from guests who want to be part of something special. For example, Accor does the same on its homepage:

# Tourism and Hospitality

50. Sustainability PR

You can add a social wall of eco-friendly initiatives to appeal to the values-driven traveler. This wall can include plastic-free dining, solar-powered stays, or community clean-up drives.

For example, Six Senses Hotels has a dedicated webpage for sustainability, you can take inspiration and add a social wall for more impact.
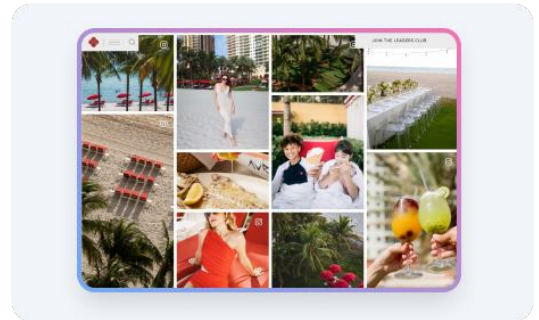

51. Brand PR

Highlight awards, press features, celebrity visits, or industry recognitions on social walls. These build trust and signal excellence to new guests. For example, Acqualina Resort & Residences On The Beach.
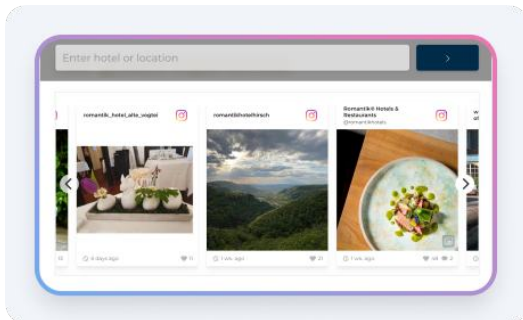
52. Local UGC

Reshare tagged guest photos exploring nearby cafes, nature spots, or local traditions. This builds a sense of authenticity and community while subtly promoting the destination. Like Romantik Hotels.
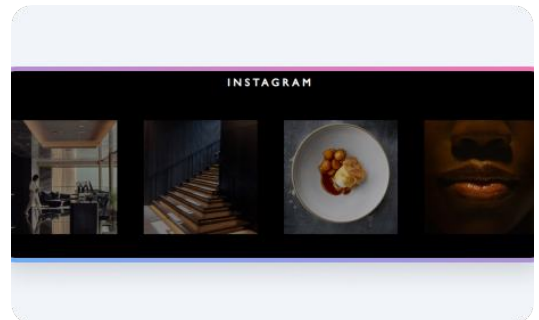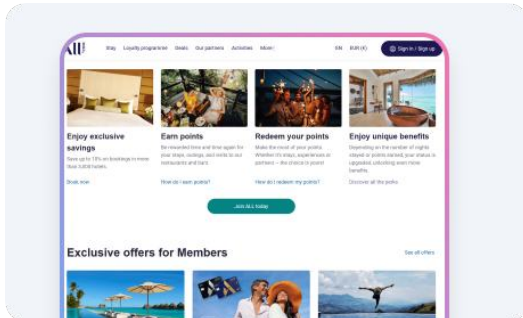

53. Internal culture

Share staff celebrations, team highlights, training days, or festive preparations. It helps add a human touch to your brand and builds an emotional connection with website visitors. Like Equinox Hotels.

# Tourism and Hospitality

54. Loyalty programs

Use a social wall to promote loyalty tiers, member rewards, and user-generated content from frequent travelers. This taps into the psychology of exclusivity, nudging more sign-ups.

For example, Accor's loyalty page includes general visuals, but a social wall with real faces and opinions can increase the impact by creating a more authentic experience.
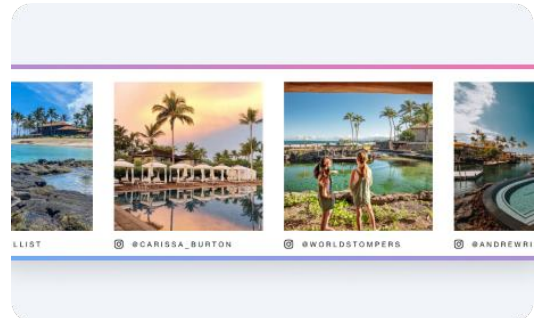

55. Travel inspiration posts

Create a high-quality, visually appealing social wall with drone shots, itinerary tips, dreamy staycations, and sunrise captures to inspire wanderlust. It inspires and excites people to take their next trip. Like Four Seasons Resort Hualalai.
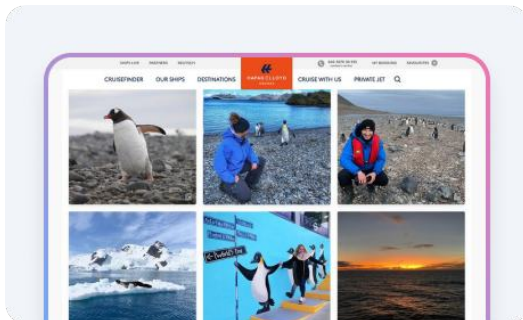
56. Location aesthetics

Use social proof to highlight design elements such as rooftop pools, unique architecture, or interior themes. This helps potential guests to visualize their vacation and trigger positive emotions. Like Hapag-Lloyd Cruises.
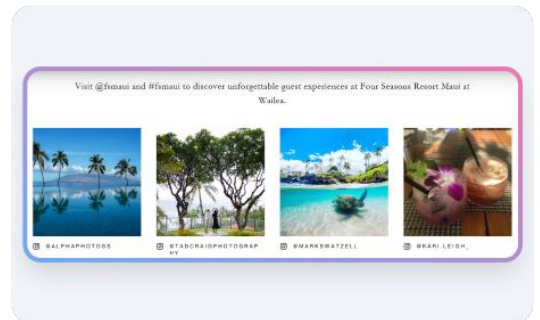
57. Testimonials

Showcase video reviews, photo captions, or social proof snippets from happy guests. Social proof walls reassure future travelers of a great experience. Like Maui at Wailea.
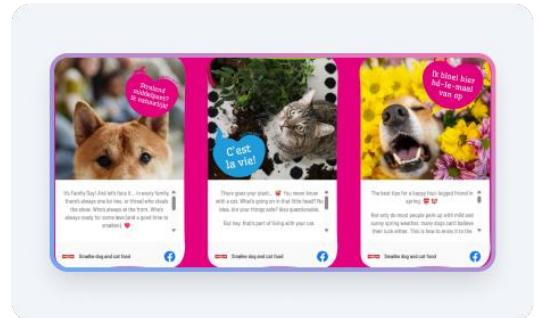
E-Commerce and Retail

58. Share event information and posts

Share upcoming event details like product launch parties, fun gatherings, or community meetups. This encourages participation and shows your brand as active and people-first. For example, Peter Dunham:


59. Humour Wall

Lighten up your storefront with funny customer tweets, product memes, or brand-generated humor that resonates with your audience. A well-placed joke or playful post can humanize your brand and make it more memorable. Like Smolke.
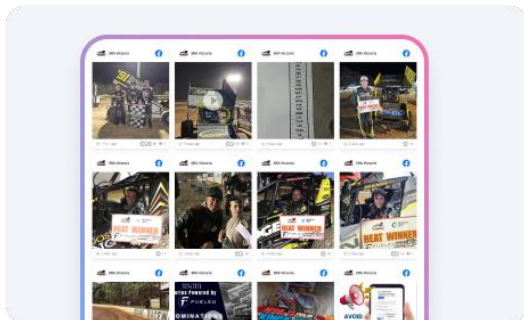
60. Product shoutout posts

Display social posts where you highlight specific products. Use them to create buzz, reinforce product value, and guide new shoppers toward popular choices. Like Harringtons.
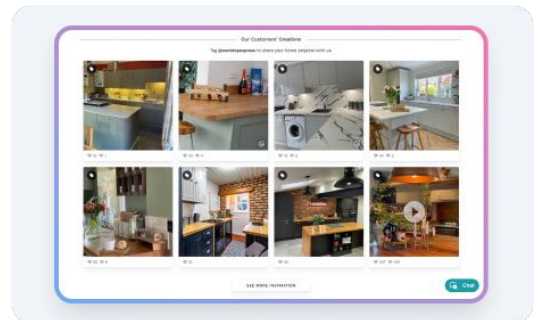
61. Product reviews & UGC display

Add customer photos, star-rated reviews, and video testimonials to boost credibility and create trust through real voices rather than branded messaging. Here is an example of Worktop Express.
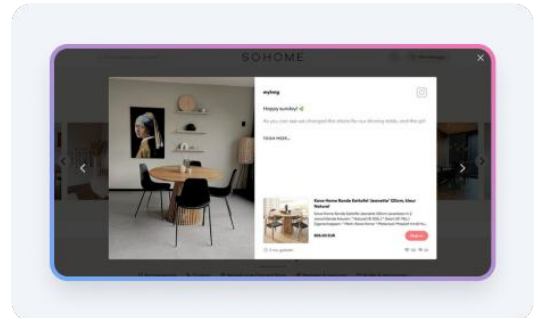
E-Commerce and Retail

62. New launches

Create a buzz around your latest product with a social wall consisting of new product images, teaser videos, behind-the-scenes, influencer collaborations, and customer reactions for more awareness and instant social proof. Like Adorn512.


63. Shoppable tagged products

Add a social wall full of tagged products and UGC posts from Instagram or TikTok to shorten the buyer's journey from inspiration to conversion. Take inspiration from Sohome.
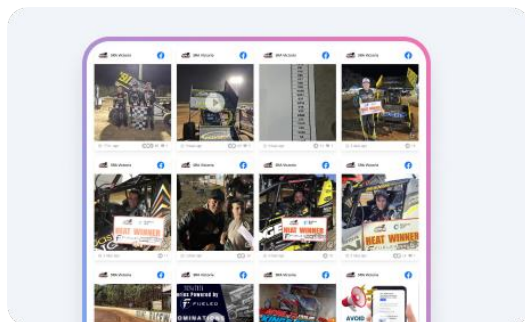
64. Influencer & brand mentions

You can add influencer collaborations, posts, and feeds from happy customers who tag your brand. It adds aspirational value to your products and adds credibility to your website. Here is an example from Cube Bikes.
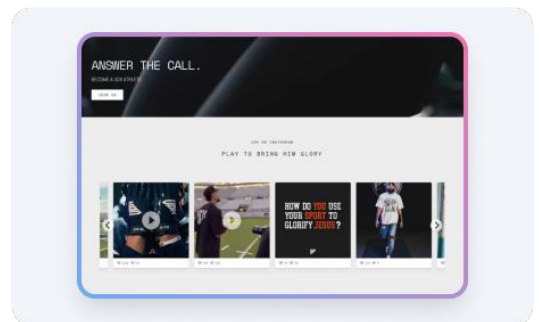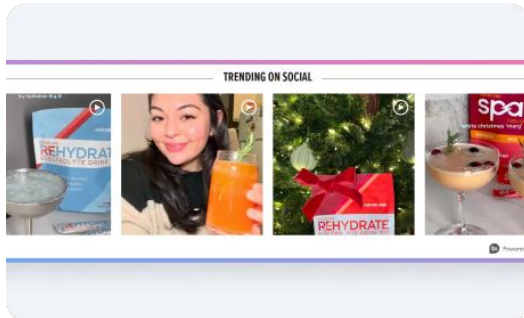

65. Hashtag campaigns

Hashtag campaigns showcase your community that trusts your brand, and allow visitors to trust your brand even more. Add hashtag campaign posts from your official profiles and participants' accounts to create a sense of social belonging and validation. Like UNDRDOG ATHLETIX.

E-Commerce and Retail

66. Seasonal & Holiday Promotions

Feature festive content, gift guides, and limited-time offers from your social channels during key seasons. It creates a timely, emotional connection with your shoppers. Here is an example of AdvoCare.


67. Social Proof on Product Pages

Add social walls of customers using or reviewing the product directly on the product detail page. It reassures shoppers mid-funnel and reduces cart abandonment. For example, IsaDora does the same on its homepage.
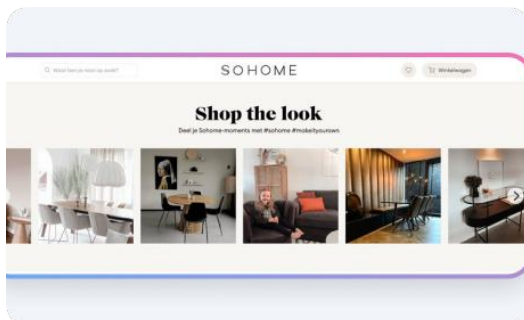
68. Flash sales & exclusive deals

Use your social wall to tease flash sales, countdowns, and secret drops shared on stories or tweets. This taps into the fear of missing out and increases urgency. Like Sohome:
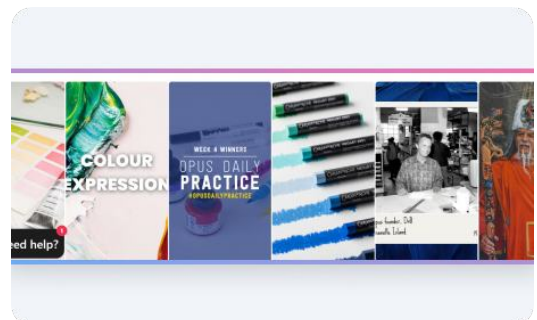
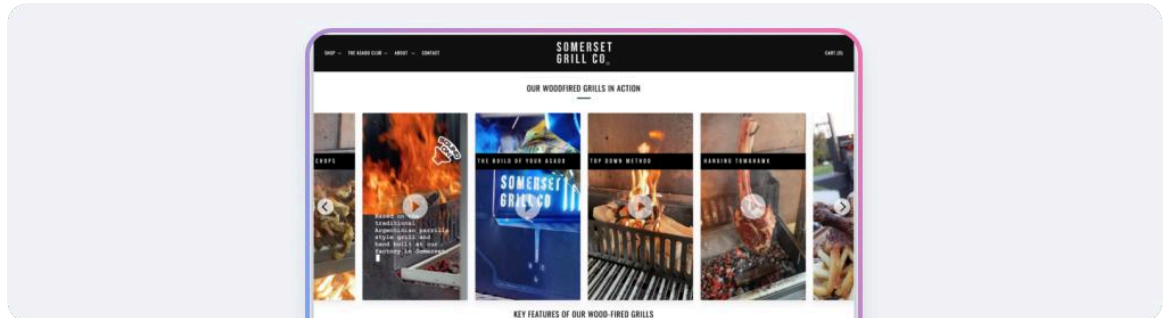## 69. Social media contests & giveaways

Integrate polls and quizzes, FAQs, real-time entries, winner announcements, and engagement stats from your latest contests. It adds excitement and drives fresh participation when users see active involvement. Just like Opus Art Supplies does.
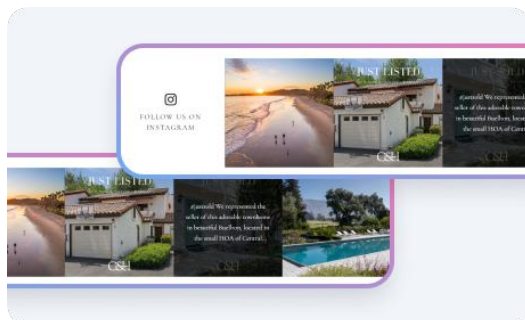
E-Commerce and Retail


70. Trending products showcase

Highlight real-time mentions and bestseller mentions from your social platforms. Such a social wall establishes demand and popularity, encouraging shoppers to jump on the trend. Like Somerset Grill Company shown here.

Real Estate

71. Showcase property listings in real-time

Display property photos & videos, price updates, and availability alerts of active listings with social walls. This keeps your offerings top-of-mind for serious buyers. Like Michael Calcagno & Nancy Hamilton.
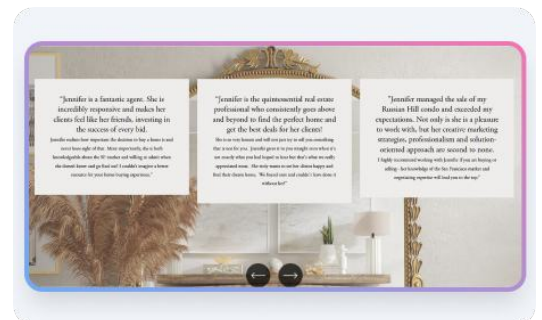
72. Share client testimonials

You can add quotes, testimonial video reviews, and tagged social posts from satisfied buyers to help build trust with potential clients. For example, Jennifer Ferland currently showcases only text reviews; however, incorporating UGC social proof testimonials could make a greater impact.

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

E-Commerce and Retail
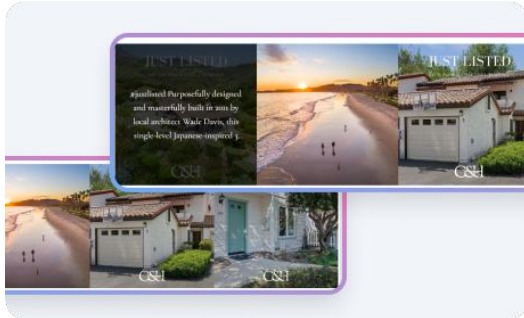
73. Newly listed and sold updates

Showcase your most recent property listings and successfully closed deals through dynamic social walls. Highlight new homes on the market and celebrate sold properties to create urgency, build credibility, and attract both buyers and sellers. Like Michael Calcagno & Nancy Hamilton.
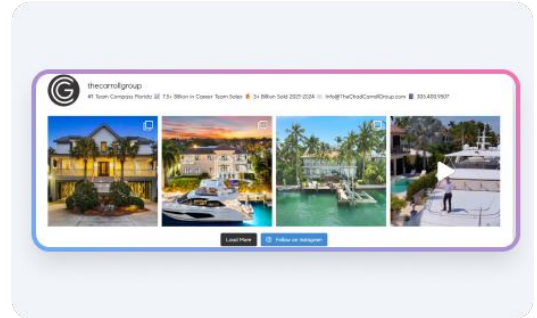

74. Virtual tours and walkthroughs

Embed 360° home tours, video walkthroughs, and agent-led previews via social walls to help buyers explore properties at their convenience and build early interest. Like The Carroll Group.

75. Highlight neighborhood features

Share photos of local amenities and local events to help connect potential buyers emotionally with the lifestyle, not just the house.

For example, Dreamland embedded a single YouTube video to showcase the locality in Nevada. Instead, using multiple social media posts with images and videos of the neighborhood could attract more attention.
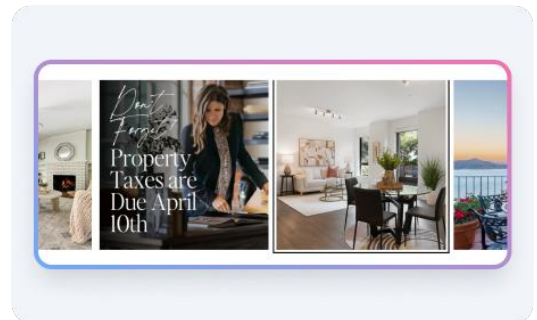
76. Real estate market insights & trends

Post thought leadership social posts such as industry insights, experts' take on trends, and real-time updates. This positions you as an expert and builds confidence in your buyers. Like Jennifer Ferland:
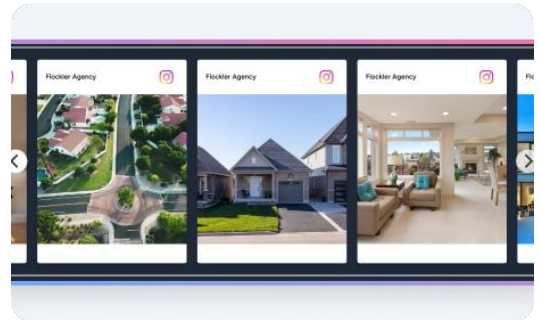
E-Commerce and Retail

77. Regional content & updates

Use regional languages to share property listings, event updates, and client testimonials to better connect with local buyers. This makes your communication feel more personal and relatable. Like Scout24.


78. Luxury property highlights

Showcase exclusive properties with stunning visuals, virtual tours, and key features in your social wall. It helps establish expertise in the luxury market and builds confidence among potential clients looking for top-tier properties. Check out the example here.
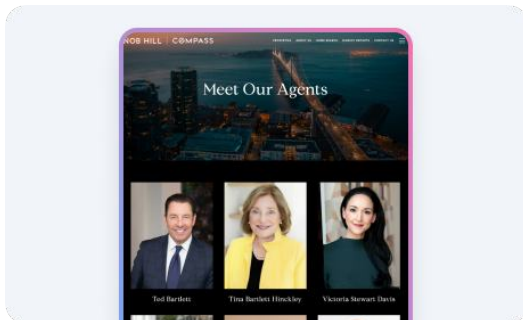
79. Showcase team members

Show behind-the-scenes moments, team celebrations, or day-in-the-life posts to humanize your brand. Highlighting your team's personality and values builds trust and relatability.

For example, Nob Hill Compass's team page could have made a stronger impact by featuring a social wall with team-generated UGC posts.
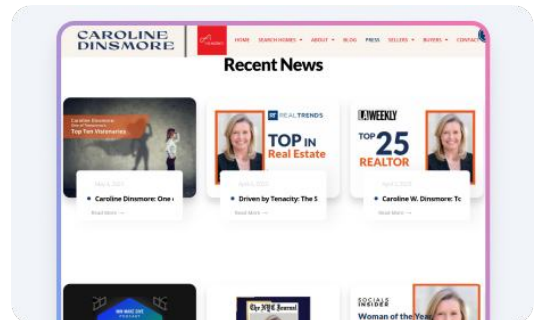

80. Highlight industry partnerships and press releases

You can showcase collaborations with banks, interior designers, movers, or feature press mentions. This reassures clients that they're in capable hands through a complete and credible service ecosystem.

For example, Caroline Dinsmore embeds blogs as press features, but you can drive more engagement by also embedding team reactions to these features through a social wall.

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Education Institutions
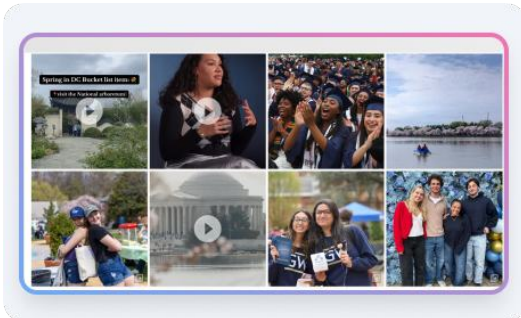
81. Student achievements and spotlights

Make a social wall of award ceremonies, academic milestones, research showcases, and club win posts. This creates a sense of pride and motivation among students and strengthens the institution's brand for prospects. For example, George Washington University.
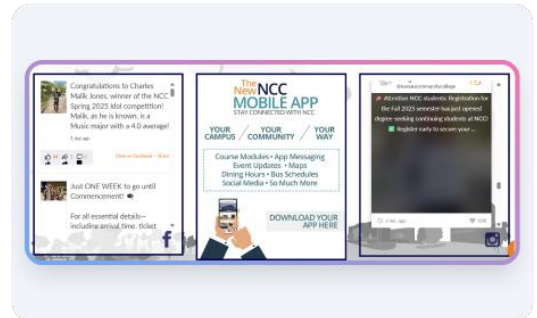
82. Admissions and enrollment guidance

You can add application deadlines, how-to-apply videos, and campus tour clips on your social wall. They are particularly very helpful to prospective students. For example, Nassau Community College.
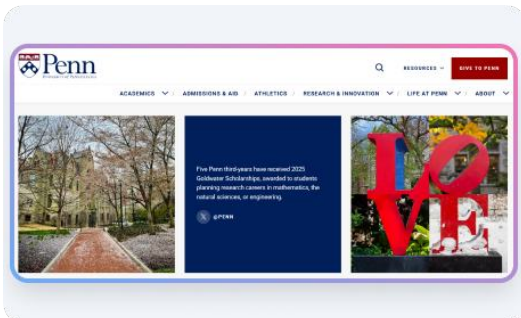
83. Commencement, graduation, and other campus events and festivities

Curate graduation hashtags, congratulatory posts, cap-toss moments, and speaker clips into one vibrant feed. This turns your digital space into a celebration hub, allowing both attendees and distant families to feel included. Like the University of Pennsylvania.

84. Sports and athletics coverage, live game content

Share university match lineups, score updates, halftime commentary, and fan reactions on screens and websites. This **keeps students and alumni actively engaged** and fosters school spirit during big games, just like Wasatch High School.
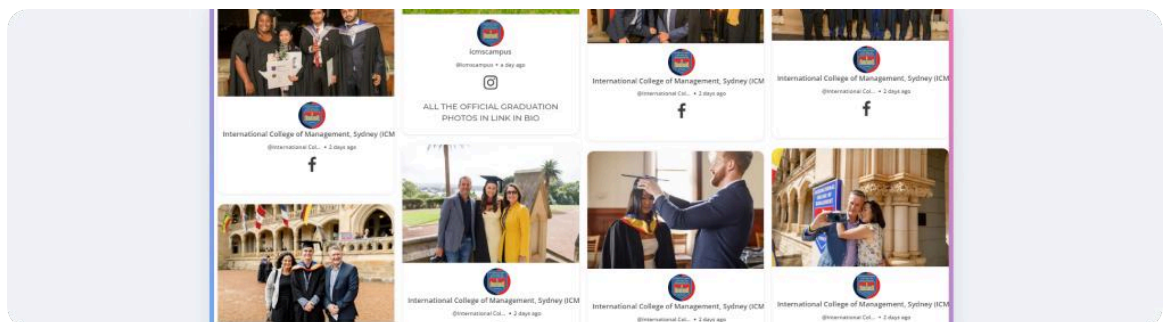
LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Education Institutions

85. Faculty messages

Add messages from faculty members, course announcements, or personal reflections on your social walls to strengthen relationships between faculty and students. For example, the University of Michigan embeds YouTube videos on its homepage.
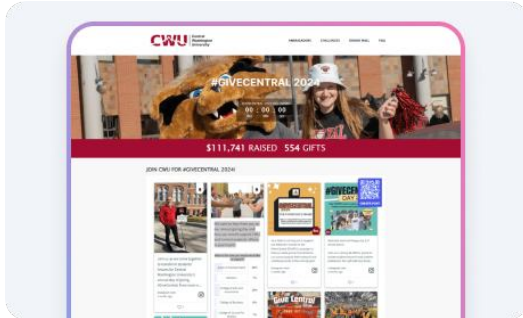

86. Alumni engagement and stories

Feature alumni success stories, reunion highlights, and mentor videos to establish long-term emotional connections and inspire current students while strengthening the alumni network. Like ICM, Sydney.

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Education Institutions


87. Fundraising and donations

Display donor shoutouts, campaign milestones, impact updates, and thank-you notes in real-time. This **promotes transparency and fosters** a giving culture within your community. Like Central Washington University.

88. Diversity and inclusion-based efforts

Showcase club events, UGC content, student testimonials, cultural festivals, and D&I panel moments across your social wall. It signals **a safe and inclusive campus culture,** which helps students and parents align with your institution's values, just like Johns Hopkins University.
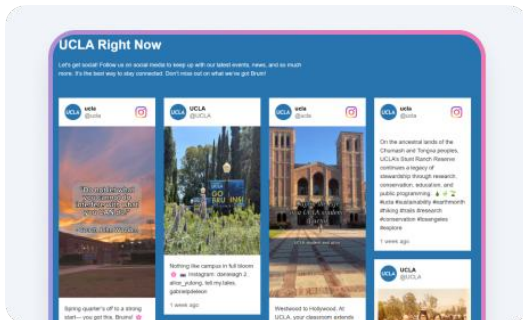
89. Nostalgia and legacy content

Share throwback photos, historical milestones, and campus evolution posts to connect generations of students. This invokes a sense of pride and belonging, especially among alumni and senior faculty. For example, UCLA.
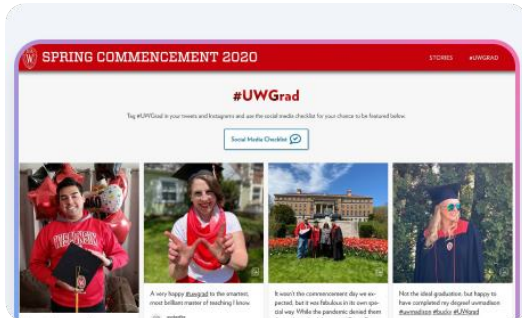
90. Department-based content for specific student groups, courses, and programs

You can create distinct social walls for different departments' web pages. This **helps personalise the experience for each student group** while highlighting academic strengths. Here is an example of Rhodes Trust.

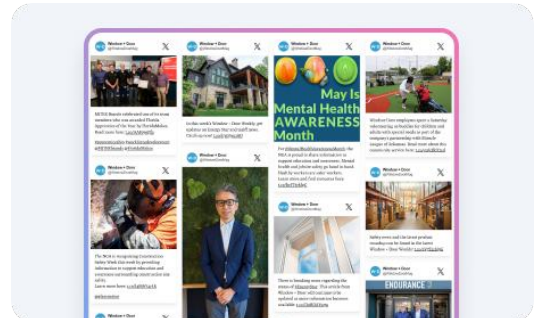# Events

91. Live event hashtag feed

Include live tweets, Instagram stories, and LinkedIn posts using the event hashtag on your social wall. This keeps the buzz in the event alive. Like Harvard University uses a social wall for its various ceremonies and sports events.

92. Speaker & panel highlights

Post speaker quotes, key takeaways, session photos, and live reactions. **It reinforces the value of your event** while letting attendees relive and share knowledge nuggets. Like Window+Door.
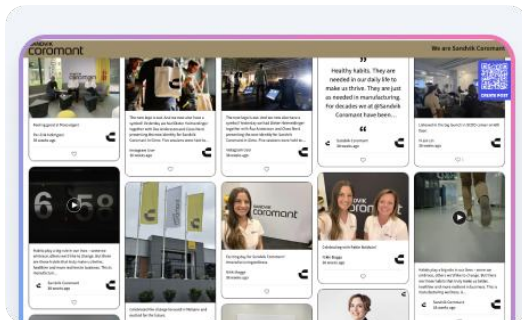
93. User-generated content showcase

Feature attendee selfies, behind-the-scenes content, and personal takes from social media. This builds community, encouraging more people to post and share. Like Sandvik Coromant above.
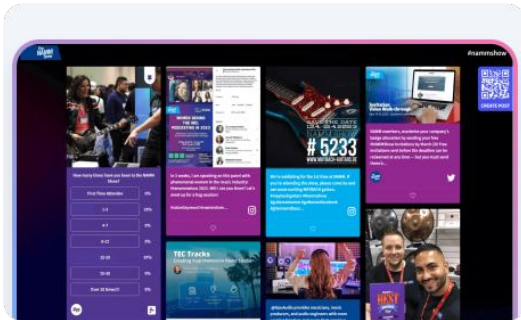

94. Sponsor & partner promotions

Display branded content, exclusive offers, and partner shoutouts via your social wall. This **gives visibility to sponsors** while making branded content feel native and non-intrusive. Like SNCF used social walls for Viva Technology event.
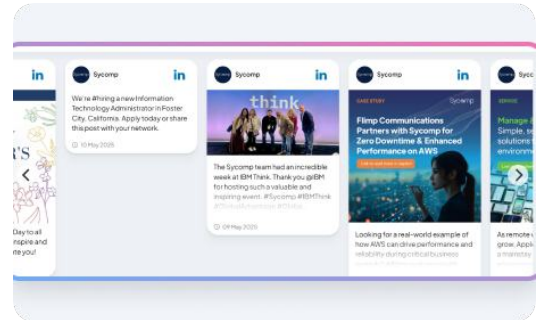
LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

Events


95. Live Q&A & polls

Add real-time poll results, question submissions, or upvotes on the wall during sessions. It i**ncreases audience interaction** and shows that every voice counts. Like NAMM shown above.

96. Real-time testimonials & feedback

Showcase attendee reactions, quick reviews, or spontaneous compliments posted online. This creates instant social proof and validates the event. Like Sycomp.
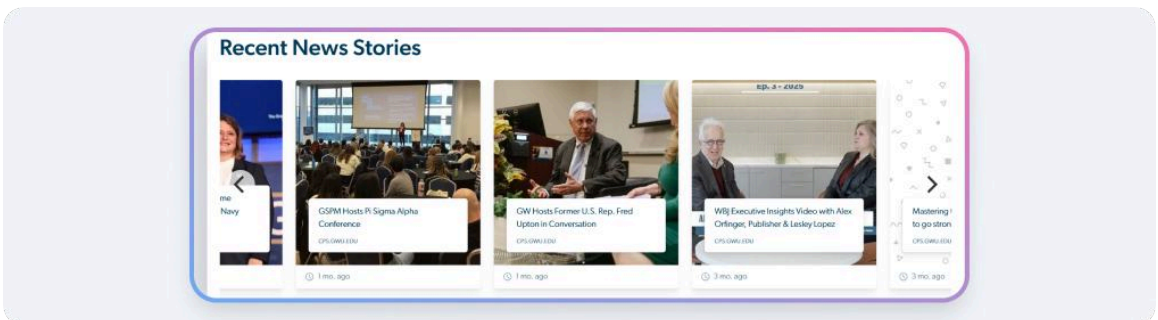
97. Influencer & VIP mention

Highlight influencers' or VIP attendance posts during the event. This **builds credibility and social proof**, influencing attendees' perceptions positively. Like Graduate School of Political Management.
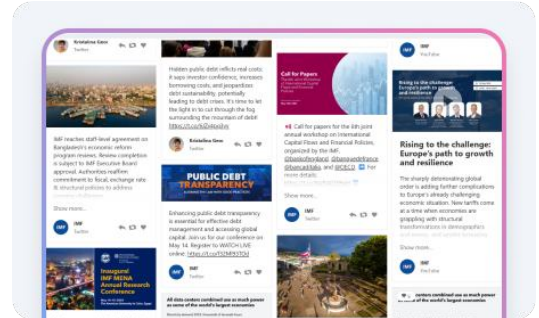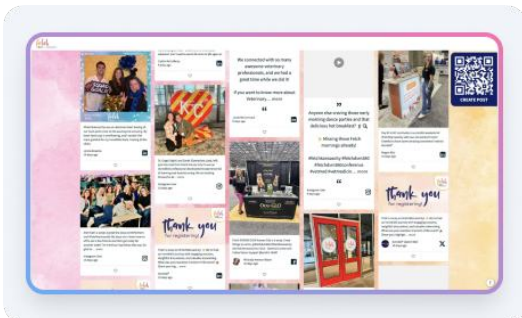
Events

98. Share fun activities highlights

Showcase photos or videos from games, contests, behind-the-scenes moments, or team-building sessions on your social wall. It adds energy, personality, and relatability to your brand. Like Insperity.

99. Call-to-Action for future events

Display upcoming event details, interest forms, or testimonials from current attendees. This creates urgency and **captures leads when engagement is at its peak.** Like IMF above.

100. Post-event recap & highlights

Share highlight reels, photo galleries, and emotional testimonials as part of your wrap-up. This **extends the event's lifecycle** and makes people feel proud that they attended. Similar to dvm360.

101. Networking & attendee spotlights

Feature attendee profiles, top contributors, or live interactions from networking zones. It **makes the experience more personal** and encourages connections. Like NICE shown here.

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

How to set them up without any tech skills (in just seconds)

Manually embedding social posts on your website can be a real hassle. Why?

- It's time-consuming—you can only add one post at a time
- Limited customization options that hurt your branding
- Compatibility issues across different website platforms
- No built-in analytics or automatic updates for the wall

However, with Flockler, marketers (or anyone) can embed social walls easily into websites or digital screens with zero tech skills. It provides:

✅ **Custom design features**   ✅ **Four different layouts**

✅ **UGC rights management**   ✅ **Social media analytics add-on**

Flockler also gives you, Garde AI, an AI content moderation tool that ensures only relevant and brand-safe content is displayed on your social wall.
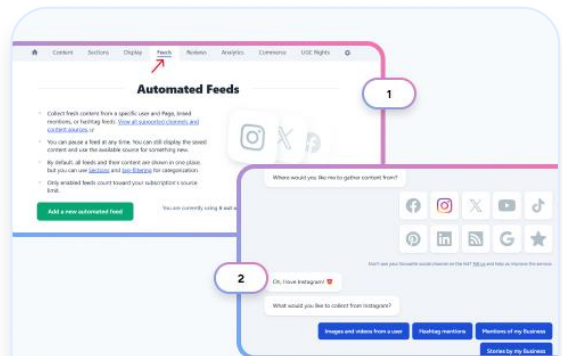
Here is a step-by-step guide for adding a social wall to your website with Flockler
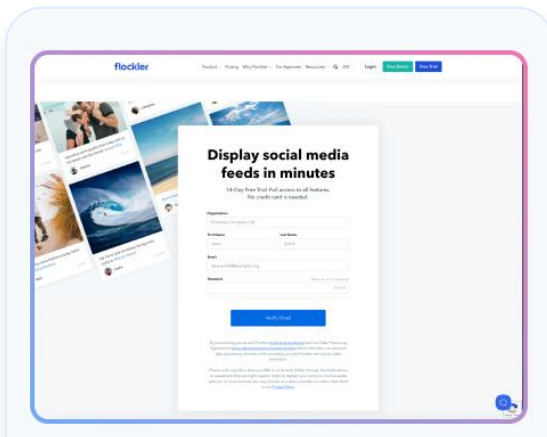
STEP 1

Sign up for your Flockler account

Try our 14-day Free Trial to get started. You must know we support all popular social platforms and websites. Learn here.

STEP 2

Select social feeds

1. Create "Automated Feeds" under the 'Feeds tab'.
2. Select which social platform and what type of posts (images, posts, reels, reviews, and videos) you want to display on your social walls with the next steps.

LEARN AHEAD OF THE 101 SOCIAL WALL IDEAS:

STEP 3:

Moderate your posts and choose the layouts

Please note: Flockler also gives you, Garde AI, an AI content moderation tool that ensures only relevant and brand-safe content is displayed on your social wall.

Please note: With Flocker, you can create multiple layouts and display different content on separate pages of websites and digital services.

1. Select if you want to automate the content updating process in social walls or if you want to keep it manual, where you review first and then post it.

2. Next, choose one out of four different layouts Flockler offers: Social Wall, Grid, Carousel, and Slideshow.

STEP 4:

Copy the code and embed it on any website or digital signage

1. After you select a layout, your social wall is ready. You can check the preview or edit the look & feel of your layout.

- Now, copy and embed the code on your websites, on event screens, and on jumbotrons.
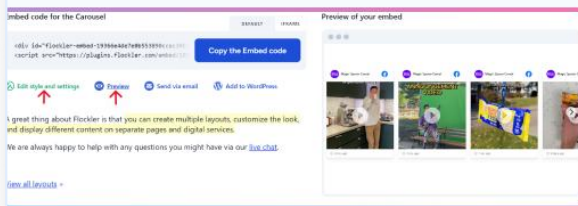
Want to quickly test out a social wall in action?

Start a 14-day trial today

FAQs

Social media walls across industries provide more brand exposure and seamless social conversions. Learn how:

What are examples of social walls?

Some examples of social walls include video walls, hashtag campaign walls, user-generated content walls, influencer posts walls, or shoppable posts walls. As per platforms, you can create Twitter walls, Instagram Walls, YouTube walls, Facebook walls, Pinterest walls, etc.

How do you create a social wall?

You can create social walls manually or with a social media aggregator. Manually, you can add only one social post at once, with limited customization and no advanced features. With a social media aggregator, like Flockler, you can add multiple posts from different social platforms at once with zero tech skills, advanced customization, and auto-updating features.

What are social walls?

Social walls are a curated display of different but purposeful social posts in one place from different social platforms. They are aligned with your branding look and feel and embedded on websites and digital signage. Social walls are targeted to boost engagement, brand awareness, and sales.