

# 50 Post Ideas for Small Business Owners

- 1) Regulars/repeat customer appreciation.
  - a) Show some love to the people who help to support your business, especially if they have since the start.
- 2) How your product/service works.
  - a) What are some creative ways you can show the process of how your product or service actually works in real life?
- 3) Debunk a myth or misconception.
  - a) There are myths and misconceptions in every industry; tell your followers which ones are legit and which are bullsh\*t.
- 4) Anything branded: merch, store front, etc.
  - a) First off, this is huge for brand awareness. But also, from my experience managing social media accounts for over five years, people just love seeing things like store fronts and branded merch on social media.
- 5) Other small businesses you love.
  - a) Truth: It doesn't always have to be all about you. Support local businesses you frequent or online shops you always turn to.
- 6) Special offers: weekly specials, sales, etc.
  - a) You have to tell people about your offers for them to know they're there.
- 7) A day in your life.
  - a) Show what a day in your life is like, from morning coffee to dinner with the family.
- 8) Client/customer reviews.
  - a) When you share reviews, I urge you to make them as personal as possible. As an example, in the caption share what your experience was like working with the customer or client to pair with their glowing review.
- 9) Client/customer transformations.
  - a) From start to finish, show the progress your customer/client has made in reaching their goals.
- 10) Fails: spilled coffee, when things break, etc.
  - a) Let's be honest. Not many things in life go exactly as expected, so why would you pretend everything is always perfect? Show when you mess up; we all do it, and it makes you more relatable.
- 11) Company milestones.
  - a) Is it the anniversary of your company? Is it the anniversary of a new partner coming on? Share it!
- 12) Event recaps.
  - a) Always always always capture as much content as you can from events, especially ones with great turnouts. When people see people at events having a good time, it's 1,000% more likely they will be at the next one.
- 13) User-generated content.
  - a) Tagged in a beautiful photo from a client or customers? Ask if you can share it, and don't forget to credit them!

14) Brand-specific weekly series.

- a) This one all depends on what your business is. From #TacoTuesday to a Weekly Series where you review the latest episode of a show you love, it can really be anything.

15) Show face.

- a) Introduce yourself! Especially when you get an influx of new followers, it's important to make yourself known and start building connections.

16) Employee appreciation.

- a) Your employees are rockstars; they are literally the people making sure your business is running smoothly (because you can't do it all on your own), and by doing that what they're telling you is that they support you and your vision. So, give them a little love.

17) That new-new.

- a) Anything new to your business. Again, people will not know about your offers if you don't tell them.

18) Behind-the-scenes.

- a) Let down the curtain. What is your office culture like? Where are you going today? What are you doing?

19) Delivery day/shipping day.

- a) Get a huge shipment of something new or that has been out of stock? Share it.

20) Local happenings related to your business.

- a) Events happening around your community that relate to your business are a great place to find new customers/clients and also other entrepreneurs like yourself to connect with. So, post about them!

21) Atmosphere.

- a) Super full night at your restaurant? Gorgeous light streaming into your office one afternoon? Capture it, and post it.

22) Vendor/collaboration spotlights.

- a) As I'm sure you know collaborations are huge on social media nowadays, so don't hide that; flaunt it!

23) What problems your product/service solves.

- a) Get to the core of why someone needs your product or service. What problem does it solve?

24) Ask a question.

- a) Been stuck and unable to make decisions about certain things? Ask your followers. They are basically a free focus group and one of the best sources for information.

25) Company gatherings.

- a) Get the gang together and take some pictures.

26) Political issues you care about AND support.

- a) The "AND support" is big here. You don't want to just say you support something without putting in action of some sort. That can be monetarily, but it can also be volunteering, donation, etc.

27) Share a shocking fact.

- a) There's probably things that are common knowledge in your industry that someone who isn't in the industry may not know. Share that.
- 28) Get personal.
  - a) Whether one of your kiddos kicked the winning goal at a soccer game this weekend or you went on a beautiful solo vacation, giving your brand some personality is never a bad thing.
- 29) Teasers/previews.
  - a) Tease. Tease. Tease. The more you can build up anticipation, the better.
- 30) #MotivationMonday
  - a) Across the board, this concept has worked for me. People (AKA me) often need some words of encouragement on Monday morning.
- 31) #FridayFeeling
  - a) This one too has just always worked for me. Getting your followers ready to unwind from the busy work week is always a winning content concept.
- 32) Answer commonly asked questions.
  - a) Share the answers to those FAQs on social media.
- 33) Location appreciation.
  - a) Love where you're located? Share it!
- 34) What makes your product/service unique.
  - a) What are your unique selling points? In other words, what makes you different and will make someone want to buy from/work with you?
- 35) Memes.
  - a) There are memes about pretty much anything nowadays. If your brand is known for a bit of humor, memes are a good thing to try. Make your own on Canva!
- 36) Birthdays.
  - a) From the office pet to your birthday, share it all!
- 37) Lifestyle of your ideal client/customer.
  - a) Think critically about how your ideal client/customer lives. What aesthetic will they appreciate? What do they do to relax?
- 38) Original quotes.
  - a) Have a company motto or something you say all of the time? Post it.
- 39) Make fun of yourself.
  - a) Example: Me: Post the content. Also Me: But like should I do it? Just make it relatable, and make it fun.
- 40) Back in stock.
  - a) Has something been out of stock for a while? Let those followers know!
- 41) DIY
  - a) Example: You're a liquor store. Show your followers how to make some classic cocktails at home with products you sell.
- 42) Things you wish you knew before.
  - a) List off the things you wish you knew about your industry or one of your products when you were starting out.
- 43) Advice/recommendations.

- a) Get the same questions in your DMs all of the time? Screenshot (I would blur out the name) and share your take on whatever it is the question is asking.
- 44) POV/anything relatable.
- a) Think more about the feeling that your customer has when they buy your product, walk into your store or restaurant or have a service done by you. What does it look like from their perspective? What music is playing? Think about that.
- 45) Daily wins.
- a) Get a sweet email from a client? Share it! Get your coffee for free this morning? Share it!
- 46) Detail.
- a) Share a close up shot of one of your products or something related to your service, and share a story that relates to that thing. Sometimes you just need something different to catch the eye of someone new.
- 47) Product/service in action.
- a) This one is self-explanatory. A couple examples are showing yourself working for a client or a product you created being used for its intended purpose.
- 48) Open/closed.
- a) Definitely share when you will be open and when you will be closed or out of the office. Things happen, but people will stop coming or reaching out if your hours and communication aren't consistent enough.
- 49) Your offers.
- a) One more time, say it with me. You have to talk about your offers for people to know about them. So, start now.
- 50) Mission, core values, etc.
- a) What does your brand stand for? Why did you start this business, and what keeps you motivated to keep it going?