



35 SOCIAL MEDIA POST IDEAS FOR SMALL BUSINESSES

BE THE EXPERT

- Host an FAQ on Instagram Stories
- Answer a common question in your industry
- Share tips and tricks
- Host an account takeover with another industry expert
- Share articles from reputable sources
- Share your own evergreen blog posts
- Share industry facts
- Make an infographic

HAVE SOME FUN

- Go behind the scenes of a photoshoot or product development
- Introduce your team in a series of posts
- Share inspiring quotes
- Host a giveaway or contest
- Share your own take on a relevant meme
- Post about the office pets (everyone loves a cute dog!)

BE TIMELY

- Company news
- Industry news
- National days or holidays that are relevant to your industry
- Post about an event you're hosting
- Share about recent charity work your company did



TOOT YOUR OWN HORN

- Testimonials
- Reviews
- Press coverage
- Mentions in notable blogs, magazines, or article
- Recent interviews you've done

GET YOUR FOLLOWERS INVOLVED

- Ask a question
- Take a poll or survey
- Share user-generated content
- Influencer content

GET PERSONAL

- Introduce yourself
- Introduce your business
- Share why you started your business
- Share a picture of your family
- Post about what you do when you're not running your business
- Share a fun fact about yourself or your business and encourage your followers to do the same
- Share a Throwback Thursday or Flashback Friday



SUPERFECTA

MANAGEMENT