

YMM BIZ BUILDER™ SERIES

Guide #2

20 Social Media Post Ideas For Small Businesses

Not sure what to post? Start here. You don't need a viral video or a brilliant new idea every day. Good social media helps people get to know your business, understand what you do, and remember you when they need you. Pick an idea and make it your own!

TEACH SOMETHING

- ☐ Answer a question customers ask you all the time.
- ☐ Explain one thing people often misunderstand about your industry.
- ☐ Share a quick tip your customers can use today.
- ☐ Share one thing you wish every customer knew before hiring or buying.

SHOW WHAT YOU DO

- ☐ Take people behind the scenes of a normal workday.
- ☐ Show a product, service, or project in progress.
- ☐ Share a before-and-after transformation.
- ☐ Walk through one step of your process.

GET PERSONAL

- ☐ Introduce yourself or a member of your team.
- ☐ Share why you started your business.
- ☐ Share something you're celebrating or proud of.
- ☐ Post a little piece of real life from your workday.

BE PART OF YOUR COMMUNITY

- ☐ Highlight another local business you love.
- ☐ Share a local event or community happening.
- ☐ Post a photo from a networking or community event.
- ☐ Collaborate with or tag another local business.

START A CONVERSATION

- ☐ Ask your followers to choose between two options.
- ☐ Ask for their favorite local restaurant, shop, activity, or event.
- ☐ Ask followers what they'd like to learn more about.
- ☐ Finish the sentence: "The best thing about living/working in ____ is ____."

Need help putting this into action? Your Media Matters helps small businesses, service providers, nonprofits, community organizations, and real estate professionals show up clearly, consistently, and confidently.

Clear Messaging • Consistent Marketing • Practical Support

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