



37 Great Ideas & Tips for Social Media Posts

(don't forget to cross-post, and always include an image)

1. Celebrate a Milestone

Has it been a year since you launched a major project? Your website? Have you hired an assistant? Started a new service? Share your accomplishments with your following. Showing your human side is a good way to build a stronger connection with your audience. Milestone updates always work best when you include an image related to the milestone.

2. Share an Attention-Grabbing Quote

Quotes are always popular on social media, and there are hundreds of websites that curate different ones. You're bound to find plenty that are relevant to your industry. Don't forget to choose or make a 'quote image' to make your post more visually appealing. Canva offers a free version – perfect for this type of thing. When you share, ask your following what they think of your quote, how it makes them feel.

3. Make a Book Recommendation

Share a good book you recently read, and tell them why. Maybe it will resonate with your following. Include the book cover as your image. Even if your followers don't read it, it helps them get to know a little! If you want to write a full review, you can always link to it on your blog.

4. Post about Dates That Are Fun Celebrations

There are countless days, weeks and months devoted to unexpected holidays; there's bound to be one you like or can relate to, or it's close to your industry. Like National Notary Day. Pick something frivolous and take advantage of talking about something that almost everyone likes! Trivia about obscure holidays usually means your followers will share; extending your reach.
<https://nationaldaycalendar.com/>

5. Evergreen Content

Evergreen content — re-posting something that is still relevant. Some tips and advice never go out of style. Social media moves fast and changes even faster, but there's still advice that never changes.



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6. Giveaways and Contests

Giveaways and contests almost always get big engagement. They're an opportunity to encourage your followers and others to share your content, link or social profile. Keep it simple to keep up participation. Time it with a milestone of some kind. (First make sure the channel you post on doesn't have any rules banning the practice!).

7. Help Out by Answering Questions

Keep an eye out for questions or problems relating to your industry, on forums and social media. Offer a solution or your own experience there, and then turn it into a post of your own. Ask your following if they have tips to share.

8. Jokes and Lighthearted Posts

Most social networks (except LinkedIn) welcome jokes and funny images; subjects that pertain to all. Keep an eye out for opportunities to have a little fun, and don't be afraid to relax. Social posts don't have to all-work, all the time.

9. Selfies

Yes, selfies have their place in social media.

Take a picture of you doing your job (ex: sitting at a table with documents, and showing your signer from the back) and then explain to your followers how you did it and how you're available to them too. Works great with specialty work.

10. Link to Useful Content

Links are the lifeblood of the Internet, and a fair number of posts on social networks include them. If you find a fantastic article, share it with your followers. Link to your own content, but also to others. The benefit is you become positioned as an expert curator of great content.





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11. Promotional Posts

Most of us tend to fall into one of two traps with promotion: either constantly promoting ourselves, or not promoting enough! Don't leave your followers guessing at what you have to offer. A combination of promoting others and yourself is a good mix. A common practice is the 70/30 rule: Post about something other than yourself 70% of the time and use the other 30% for self-promotion.

12. Reply to Messages

If you own a small business and are doing your social media yourself, you don't have to address every comment immediately (you'd never get anything else done!). But you should check in at least once a day. If your followers pose a question, you definitely want to get back to them in a timely manner. Be part of the conversation; when you respond to comments, you're likely to get even more interaction. Be positive!

13. Share Other People's Updates

It's always good to share other people's content. You don't need to go overboard and bombard your followers with a constant stream of links, but it's always nice to share important, valuable or just plain funny content. People appreciate it when they're noticed. And the content you share is another way to set yourself up as an expert. When you share a good mix of information, your followers know they can come to you for updates on industry news or fun content, and your online relationships grow stronger.

14. Thank Someone Who Helped Out



Have you had someone go above and beyond what you expected? Help you in some way? It feels good when someone gives you great customer service or helps you solve a nagging problem. It doesn't have to be about your work, or it could be. Simple thank-yous go a long way. There are many instances of people complaining about service on social media, and so few people showing appreciation. If

someone makes your day, try to reciprocate. Social media thank-yous are particularly appreciated because they act as testimonials.



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15. Ultimate Lists of Resources

People love a good list. Useful info is always, well, useful. Sometimes people just like to compare. An update with a list of resources, books, tips—anything that fits with your followers—can end up with big engagement. Remember to tag anyone you mention so they can like or share your post.

16. Visual Content



Images aren't just for Pinterest and Instagram—they do extremely well on all Social Media. Readers migrate to visual content. There are dozens of types of visual content you can use—photos, infographics, screenshots, videos, custom images with overlaid text, the list goes on and on. Here is a truly fantastic article with tips about how to use images in your posts:

<https://www.socialmediaexaminer.com/26-tips-visual-social-media-marketing-strategy/>

17. Weekly Themed Posts

It can be tough to come up with content on a regular basis. Having a routine can be a huge help. A weekly pattern makes it easier to plan content and gives your followers a sense of consistency—they know when to show up for certain content. For example, you might decide that every Monday you'll post an inspiring quote, every Wednesday you'll have a tip of the week and every Friday you'll link to the top three industry posts that week. Or, you might like one of these: Motivational Monday, Tuesday Tip, Wednesday Wisdom, Throwback Thursday, Flashback Friday. Or just choose one category per week and stick with it; add more posts as they come up. Be sure to create some sort of post template to plan ahead and get them scheduled, excel works well for this. Google 'downloadable social post template' to get started.



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18. Pose a question to your Followers

Start a discussion by asking your audience for input. Your questions can be industry-related, or not. Ask a question you'd love the answer to, or just for fun. Ex: Do you prefer PCs or Macs (or iPhones or Androids), Winter vs Summer? Simple questions usually lead to fun interaction and they give you a better sense of who your audience is.

19. "You / Your"

Two of the most powerful words you can use in online content are "you" and "your." The focus in social media should be on your audience. Posts with "I, I, I" take the focus away from your followers. Your audience likes to know your focus is on them.

20. Create a 1-minute Video

You could talk about how the last week went, something you recently learned, your favorite related company to work with. Keep your mind open, you'll find that on occasion, something will pop up, and you'll think, "that would be a good thing to share".



21. Share a Success Story

Your following would love to hear about a great review or testimonial you received, or your company was honored with an award. When talking about your accomplishments, it's always good to thank the people/company that helped get you there. Let your loyal followers and new ones alike know why you are appreciated.

22. Share a podcast episode you love

More and more, the podcast world is becoming popular. There are many topics to choose from; self-help, financial advice, tutorials. It's possible you can share one that will also appeal to your followers. Spread the love.



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23. Behind-the-Scenes "Day in the Life"

People love seeing the process just as much as the final product. Share a quick video or a photo carousel showing what your workspace looks like, your morning routine, or how you prep for a client project. Whether you're organizing files, unboxing supplies, or sipping coffee while looking at spreadsheets, it pulls back the curtain on your business. This builds authenticity and shows your audience the hard work that goes into your services or products.

24. Bust an Industry Myth



Every industry has common misconceptions or outdated advice that people still believe. Take one of these myths and gently bust it for your followers. Explain why it's no longer true and what they should do instead. Not only does this type of post get high engagement because it's eye-opening, but it also instantly positions you as a modern, knowledgeable expert in your field who keeps up with changing times.

25. Highlight a Client or Partner Spotlight

Don't just wait for clients to give you a testimonial—give them a shoutout! Dedicate a post to highlighting a fantastic small business, partner, or non-profit you recently worked with. Share what they do, why you love their mission, and tag their profile. It's a great way to show appreciation, build community relationships, and often, they will reshare your post to their own audience, instantly boosting your reach.

26. Share a Quick Technical Tip or "How-To"

Think of a small, actionable tip that your audience can implement in less than five minutes. It could be a keyboard shortcut, a hidden setting on a popular platform, or a quick trick to stay organized. Keep the explanation crisp and easy to understand without tech jargon. When you give away bite-sized, valuable advice for free, your followers will start saving your posts to look back on later, which the social media algorithms love.



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27. Ask for Feedback or a This-vs-That Poll

If you are thinking about launching a new service, changing your website layout, or choosing between two design styles, ask your audience to help you decide! Post a "This vs. That" image or use the built-in poll features on platforms like Facebook, LinkedIn, or Instagram. People love giving their opinion, and it makes your followers feel like they are a valued part of your business journey.

28. Talk About Website Accessibility or Usability

More than ever, a digital footprint needs to be inclusive. Share a post about why website accessibility, clear navigation, or readability matters for all users. You can give a simple tip, like reminding people to use descriptive alt text on images or high-contrast fonts. It shows your followers that you care about high standards, user experience, and making the digital world a better place for everyone.

29. Share Your Favorite Software, App, or Tool



What is the one tool in your business arsenal that you absolutely cannot live without? Whether it's a project management app, a design tool like Canva, a specific website builder, or a productivity extension, share it with your audience. Explain how it saves you time or makes your life easier. Your fellow small business owners in your network will thank you for the recommendation, and it can spark a great conversation in the comments about favorite tools.

30. Spotlight an Industry Update or Change

Social media platforms, search engines, and tech tools change overnight. When a major change happens—like a new algorithm update, a rebrand of a major tool, or a new digital regulation—break it down for your audience in plain English. Tell them what the change is and, most importantly, how it affects them or their business. This positions you as the go-to resource for staying ahead of the curve.



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31. Celebrate an "Unofficial" Personal Win

Not all milestones have to be massive corporate achievements. Share a small, personal win that relates to your work-from-home or business life. Did you finally clean and organize your physical desk? Did you hit a personal goal of drinking enough water this week? Did you successfully navigate a tricky technical issue all on your own? Sharing these small, relatable moments makes you incredibly human and highly approachable.

32. Do a "Flashback" to Your Roots

Take your followers down memory lane by sharing a post about where you started versus where you are now. You could share an old photo of your very first workspace, your original logo from years ago, or talk about the biggest lesson you learned during your first year in business. Acknowledging your history shows growth, resilience, and gives new followers a great backstory on why you started your agency in the first place.

33. Post About a Trip You've Taken



Whether it's a vacation to a new beach or a quick weekend getaway, don't be afraid to share a photo from your travels. Let your followers know you are stepping away to recharge your batteries. When small business owners show that they value work-life balance, it actually makes them more relatable. Plus, travel photos get great organic engagement because everyone loves swapping vacation stories!

34. Ask People to Sign Up for Your Email List

Don't assume your social media followers are automatically on your newsletter list. Every now and then, put out a direct call to action asking them to subscribe. Tell them exactly what they will get—whether it's quarterly digital strategy tips, website maintenance reminders, or exclusive marketing advice. Give them a clear, direct link to your signup page to make it as easy as possible.



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35. Talk About Something on Your Bucket List

Share a big goal you have for the future, whether it's personal or professional. Maybe you want to learn a new language, visit a specific country, or speak at a massive national conference. Sharing your dreams gives your audience a deeper look into what motivates you. Ask your followers what is at the top of *their* bucket list to kickstart a fun, inspiring conversation in the comments.



36. Share Your Other Social Profiles

If someone follows you on Facebook, they might not realize you are also active on LinkedIn or Instagram. Every few months, put together a quick "Let's Connect" post listing the links or handles to your other professional profiles. This is an easy way to migrate your audience across platforms so your digital footprint stays connected, ensuring they see your content no matter which app they prefer to use.

37. Share a Charity You've Partnered With

If your agency supports a local non-profit, sponsors a community initiative, or donates a portion of its proceeds to a cause, talk about it! Sharing the charities you care about highlights your business values and brings awareness to a good cause. It shows your followers that you aren't just about selling widgets or services—you are actively invested in making a positive impact.



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Posting Tips:

Always include hashtags – develop your own, and also use related tags.

Post at different times and days of the week to find a pattern of the best times for your followers to be engaged.

Be aware of privacy implications when sharing pictures of children. Always make sure you have explicit permission to share an image of a minor.

Summary

My hope is that the ideas in this post spark your creativity and get you started posting.

Whatever posting schedule fits, try to be consistent. While some of the ideas I've mentioned here may not be a fit for every business, it's a safe bet you can pick at least a handful from the list above and add them to your editorial calendar.

Remember to cross-post to ALL of your social accounts!

You won't start out perfect, but a little will go a long way towards furthering your engagement and getting the word out. Let me know how it goes for you.

Sincerely,

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