



10 Social Media Post Ideas for Small Businesses

1. Behind-the-Scenes Photo or Video - Let people see the real humans behind your biz. Show your workspace, team, or how a product is made.
2. Customer Testimonial or Review - Share screenshots or quotes from happy customers with a thank-you caption.
3. Quick Tip or Fun Fact - Teach your audience something useful or surprising related to your industry.
4. Before & After - Perfect for services (cleaning, design, fitness, etc). It tells a story visually.
5. "Meet the Owner" Post - Tell your story-why you started, what you love about your biz, and a fun fact.
6. Common Myth vs. Truth - Bust a common misconception in your industry and explain the real deal.
7. Day in the Life - Snap a photo or clip showing a slice of your workday.
8. Answer a Common Question - Use it as a short Q&A video or graphic. Start with 'I get asked this all the time...'
9. Celebration or Milestone - Business anniversary? 100th order? Celebrate it online!
10. Call-to-Action Post - Invite followers to DM you, visit your store, or book a call-keep it friendly and clear.