

40 Social Media Post Ideas

1. **Ask Questions:** Encourage interaction with open-ended questions. The goal here is engagement – the questions and answers don't really matter.
2. **Host Contests and Giveaways:** Offer giveaways to boost engagement. Bonus: Partner with another small business to make the giveaway bigger.
3. **Use Polls and Surveys:** Get opinions and feedback from your audience. No one better to ask for opinions than your current fans.
4. **Share Behind-the-Scenes Content:** Show the human side of your brand.
5. **Share Your Mistakes:** Really mess something up? Share it!
6. **Create Tutorials and How-Tos:** Provide simple DIYs related to what you sell.
7. **Share Industry News:** Keep your audience informed about relevant news.
8. **Post Inspirational and Motivational Quotes:** Motivational content performs well, because it is often shared. That's a win for you!
9. **Share Memes:** Add humor and relatability. Just make sure they are work safe.
10. **Highlight Customer Reviews:** Build trust with great reviews.
11. **Announce Product Launches:** Keep your audience excited about your new products. Share repeatedly before the product is available.
12. **Promote Events:** Use social media to advertise upcoming events like shows and fairs. Offer an additional incentive (like an exclusive gift or discount to social media followers who come out and see you in person).
13. **Create Themed Days:** Establish recurring themes, like #ThrowbackThursday. Why not share your first craft product? Or, the first product you ever sold?
14. **Post Sneak Peeks:** Give a glimpse of products you are working on.
15. **Promote Social Responsibility:** Share your brand's charitable activities.
16. **Highlight Team Members:** Introduce your staff to your followers – even if the staff has 4 legs, scales, or fur!
17. **Share Milestones:** Celebrate company achievements like anniversaries and firsts. Have you been in business for a year? Share it! Get your first international order? Share it!
18. **Highlight Customer Stories:** Showcase how customers use your products. Did you provide signage for the new local restaurant opening? Share it!
19. **Share Free Resources:** Offer freebies. This could be a freebie from you, or something you found online.
20. **Promote Discounts and Offers:** Share exclusive deals. It's best to offer different discounts for each social media network.
21. **Highlight Collaborations:** Share posts about partnerships.
22. **Post Product Comparisons:** Help followers make informed choices about your products. It's best to compare two of your own similar products to each other.

40 Social Media Post Ideas

23. **Post About Daily Life:** Share relatable, everyday content. Did you accidentally put your phone in the fridge before your coffee? Did you kids achieve something? Share it!
24. **Share Fun Facts:** Post interesting trivia related to your industry.
25. **Reshare Popular Posts:** Reshare top-performing content - often.
26. **Share Customer Submitted Photos:** Post images shared by your customers. You could ask customers for these, or use them from reviews.
27. **Use Countdowns:** Create excitement with countdowns to special events.
28. **Create a Newsletter:** Keep your audience updated via email. Then, link to it on social media.
29. **Create a FAQ Series:** Answer common questions about your products in a series of posts.
30. **Host Virtual Meetups:** Engage with your audience in real-time – maybe even offer a DIY tutorial.
31. **Use 360-Degree Photos:** How about a 360 degree photo of your workspace? (Better clean it first!)
32. **Highlight Your Brand's History:** Share the story behind your brand. What is the meaning behind your business name?
33. **Host an Ask Me Anything:** Engage your audience by answering their questions.
34. **Create a Day-in-the-Life Series:** Show a typical day at your company. This translates well to video content. Just string together several clips of you checking email, making orders, packaging, and dropping off at the post office.
35. **Share Supply Unboxings:** Post videos of unboxing new products – like that stash of new glitter vinyl you just received!
36. **Post About Your Hobbies:** Share personal interests to connect with your audience on another level.
37. **Share Personal Milestones:** Celebrate personal achievements and milestones. Did you just get certified in something new? Share it!
38. **Post About XYZ Day:** Is it National Chocolate Day? Or maybe, National Back Up Your Files Day? Head to daysoftheyear.com to get ideas.
39. **Share Your Packaging:** Let customers know what their order will look like when it arrives.
40. **Share Content from Other Creators:** Did a fellow creator post an awesome product? Or meme? Share it!