

Creating Facebook & Instagram Posts for your Business

This Social Media post cheatsheet will help you create a wide range of social media posts covering off on all aspects of your Business and what you offer.

Use the prompters on the left and then drop ideas for posts that could work.

Eg. Video - Product snippets, showing how I do things, introducing myself

<p>VIDEO</p>		
<p>IMAGES</p>		
<p>USER-GENERATED CONTENT Share how others are engaging with your brand</p>		
<p>EVENTS Communicate important dates, events, news, milestones</p>		
<p>CREATIVE MARKETING eg. bucketlist in area -things you could do Collaborate with local businesses!</p>		

<p>ABOUT YOU/OFFERING Who you are, why your business, key features of your business that make you stand out</p>		
<p>WHAT'S IN IT FOR THEM? EG. Locally made, fast post, support charity, customised</p>		
<p>IMPORTANT DATES Mothers Day, Easter, Naidoc week, local events. Personal touch.</p>		
<p>COLLABORATIONS/ SUPPORTING EACH OTHER Share each other's posts in support. You also increase your reach for both pages</p>		
<p>EDUCATION Educate on how you do what you and why its important. 5 tips to....</p>		
<p>INSPIRATIONAL QUOTE</p>		
<p>YOUR STORY Break that long 'yarn' up</p>		
<p>STORYTELLING/JOURNEY (What's happening today?)</p>		
<p>WEBSITE PAGE/ECOMMERCE CATEGORY Share a page, with some text + image, share a product category, share a service</p>		
<p>OTHER</p>		