

36 Social Media Post Ideas

Promote Your Business

1. Highlight a new product
2. Promote your online store
3. Share uses for your product
4. Celebrate a milestone
5. Introduce yourself
6. Introduce your team
7. Promote your newsletter
8. Run a contest
9. Ask for referrals
10. Share your most popular product
11. Promote a sale or discount
12. Share customer testimonials
13. Share your business origin story
14. Share a recent win

Photos & Videos

15. Behind-the-scenes
16. A day-in-the-life
17. Packing orders
18. Before and after
19. Selfies!

Ask Questions

20. "Caption this"
21. Ask for testimonials
22. "What's your favourite..."
23. "Would you rather..."
24. Take a poll
25. Request product feedback

Share the Love

26. Feature causes you support
27. Mention a customer
28. Repost an influencer's content
29. Profile takeovers
30. Thank your customers/followers

You're the Expert

31. Answer customer FAQs
32. Host an "Ask Me Anything"
33. How-to videos
34. Share industry facts & research
35. Share a time-saving tip
36. Host a Twitter Chat

