

STRATEGY

What Should a Small Business Post on Instagram

A simple guide to what works, what to avoid, and how to stay consistent.

WHAT TO POST

Use Four Content Buckets.

1 TEACH

Help people solve a small problem before they ever buy from you.

- Quick tips or how-tos
- Answer a common FAQ
- Mistakes to avoid
- Myth vs. fact
- Mini checklist

2 BUILD TRUST

Show proof and make your business feel real, credible, and easy to choose.

- Client review or testimonial
- Before + after
- Recent project or result
- Behind the scenes
- Meet the owner/team

3 SHOW PERSONALITY

Give people a reason to remember the humans behind the business.

- Your story or why you started
- A day in the life
- What you're working on
- A business opinion or value
- Local/community moment

4 PROMOTE

Make it clear how someone can take the next step with you.

- Feature a service or product
- Explain who it's for
- Share an offer or opening
- Show what is included
- Use one clear call to action



Tip: If a post fits one of these four buckets, it has a job — not just something to fill your feed.

MAKE IT CONSISTENT

A weekly rhythm you can actually keep.

Start with 3 feed posts a week

MONDAY

Teach

Answer a question, share a tip, or explain something your customer needs to know.

WEDNESDAY

Trust

Share proof: a result, review, project, process, or behind-the-scenes moment.

FRIDAY

Promote

Talk about a product/service and give one clear next step: DM, book, shop, call, visit.

Stories: keep them lighter

Use Stories for quick, low-pressure updates that do not need a polished feed post.

- What you're doing today
- A quick poll or question
- A product/service reminder
- A customer win
- Casual behind-the-scenes clip

Batch it in 60 minutes

One short planning block can cover your whole week.

15 min	Choose 3 topics
15 min	Hooks + captions
20 min	Film or make visuals
10 min	Schedule/add CTAs

Tip: Two useful posts every week beats seven rushed posts followed by silence.

MAKE EACH POST WORK

Give every post a purpose

A simple post formula

1

HOOK

Give them a reason to stop.

EXAMPLE

"3 mistakes I see small businesses make..."

2

VALUE

Teach, show, prove, or explain.

EXAMPLE

Make the middle useful enough to save or share.

3

CTA

Tell them what to do next.

EXAMPLE

Save this, send it, comment, DM, book, shop, or visit.

Track the metric that matches the goal

If the goal is...	Pay attention to...
Education	Saves, shares, comments
Trust	Profile visits, DMs, replies
Promotion	Link clicks, inquiries,, bookings or sales

Before you post, check these five things

- [ ] Does this help, reassure, entertain, or sell?
- [ ] Is the first line clear enough to stop the scroll?
- [ ] Can someone understand it without extra context?
- [ ] Is there one obvious next step?
- [ ] Could this idea be reused later as a Reel, carousel, Story, email, or blog?

Tip: Choose a few useful topics, repeat the formats that work, and make the next step obvious.