

SOCIAL MEDIA

30 Social Media Content Ideas for Small Businesses

Never run out of things to post again.
Get inspired with 30 ready-to-use ideas.

SOCIAL MEDIA

Content Ideas for Every Goal

1 EDUCATE

Share helpful information your audience will actually find useful.

- Tips & how-tos
- Industry FAQs
- Common mistakes
- Behind the scenes of your process
- Myth vs. fact

2 BUILD TRUST

Show the real side of your business and why people can rely on you.

- Client testimonials
- Before & afters
- Case studies
- Meet the team
- Day in the life

3 SHOW PERSONALITY

Let people get to know the people behind the brand.

- Fun facts
- Your story
- What you're working on
- Office/pet/staff moments
- Trends (with your own twist)

4 DRIVE SALES

Create content that encourages action.

- Product/service features
- Special offers
- Client results
- Seasonal content
- Clear calls to action

30 Ready-to-Use Content Ideas

Mix and match these ideas to create a balanced and engaging content calendar.

- Introduce your business and what you do
- Share your story or why you started
- A behind the scenes look at your day
- Client testimonial or review
- Before and after transformation
- Show your workspace or office
- Share a tip related to your industry
- Answer a frequently asked question
- Bust a common myth
- Highlight a product or service
- Show a recent project or result
- Share a client success story
- Post a relatable ,p,emt or trend
- Introduce a team member
- Share what makes your business different
- Share a time saving tip
- Feature a favourite tool or resource
- Show how your product/service works
- Share a seaosnal post or timely topic
- Do a quick video tutorial
- Share a client problem and how you solved it
- Post a “this or that” or poll
- Highlight a local business or community
- Share a behind the scenes packing/order or project prep
- Share what you’re currently working on
- Post a quote or motivation
- Showcare a customer photo
- Share a fun fact about you
- Run a special offer or promotion
- End with a clear call to action

Tips to Make Your Content Work

1

KEEP IT REAL

Authentic, relatable content always performs better than perfect content.



2

USE A MIX

Combine educational, promotional and personal content to keep things interesting.



3

KEEP IT SIMPLE

You don't need fancy equipment. Good lighting and a clear message go a long way.



4

BE CONSISTENT

Post regularly so your audience knows what to expect and stays engaged.



3

ADD A CALL TO ACTION

Tell people what to do - like, comment, share, DM or visit your website.



4

REPURPOSE CONTENT

Turn one idea into multiple formats (ie. blog post can become a Reel, carousel & story)

