POST & BLOOM

30 Social Media Ideas

for small businesses

A practical prompt list for the days when
you know you should post, but do not know what to say.

PERSONAL / SIMPLE / INTENTIONAL

Show what makes your business different

1. Your origin story

Share why you started, the need you noticed, and what still motivates you today.

2. Meet the owner

Introduce yourself with one personal detail and the part of the business you enjoy most.

3. A day behind the scenes

Photograph three ordinary moments that customers rarely get to see.

4. Your workspace

Give a quick tour and explain how the space helps you serve customers.

5. The tools you trust

Show one tool, app, or ingredient you use and explain why you chose it.

6. Then and now

Pair an early photo with a current one and name the biggest lesson between them.

7. What you believe

Share one principle that guides how you treat customers or create your work.

8. A small business reality

Tell an honest, relatable story about something that happened this week.

9. Your local connection

Highlight a nearby place, event, or business your audience would appreciate.

10. The detail people miss

Zoom in on a thoughtful detail that makes your product or service better.

Teach something useful

11. Answer a frequent question

Turn the question you hear most into a direct, helpful answer.

12. Three quick tips

Share three small actions your ideal customer can try today.

13. Myth versus fact

Correct a common misconception in your industry without talking down to people.

14. A simple checklist

Create a short save-worthy checklist for a task your customers often face.

15. Before you buy

Explain what someone should know or prepare before choosing your service.

16. One mistake to avoid

Name a common mistake, why it matters, and an easy way to prevent it.

17. Define the jargon

Translate one industry term into plain language with a practical example.

18. Your best shortcut

Share a time-saving method that helps your audience get a better result.

19. Seasonal advice

Connect a useful tip to the current season, holiday, or local calendar.

20. Mini tutorial

Demonstrate one process in three to five steps using a carousel or short video.

Build trust and invite action

21. Customer success story

Describe the customer’s starting point, what you did, and the result.

22. Testimonial spotlight

Pair a real customer quote with context about the work behind it.

23. Before and after

Show a transformation and explain what made the difference.

24. Product or service focus

Feature one offer, who it helps, and the problem it solves.

25. This or that

Invite followers to choose between two options related to your business.

26. Ask your audience

Post one specific question that is easy to answer in a comment.

27. Limited availability

Share genuine openings, deadlines, or quantities with a clear next step.

28. What is included

Break down exactly what customers receive when they choose one offer.

29. Handle an objection

Address one reason people hesitate and respond with useful, honest context.

30. A simple invitation

Tell people exactly how to book, shop, visit, or start a conversation.