



Increase Engagement

Talk about why you became a business owner in the first place

Give tips for your ideal customer, things they need to know!

Talk about your greatest success and your biggest struggle

Share your expert tips and tricks on _____

Ask people for their opinion on something that you made

Share a post about your favorite past time beyond work

Travel for work? Share some photos and insights from your travels

Share a photo of customers shopping (with their approval)

Share a photo of staff packing or unpacking items

Post about your seasonal hours or holiday hours or just your hours!

Create a XX under \$XX gift guide for your products or services

Participate in Small Business Saturday and use the appropriate #

Ask question, even if it has nothing to do with your product or service

Share photos of a gift idea for a specific person (mom, dad, grad, etc.)

Preview your plans for the season, quarter, year

Allow employees to talk about things they like about your products or services

Host a giveaway (but work within the platform's guidelines)

Answer your customers most frequently asked questions

Interview someone from the community about a topic related to your business

Show a short (60 seconds or less) tutorial video on how to do _____