

Instagram/Blog/FB Prompts for Small Businesses

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1. Introduce yourself! (Some ideas for sharing: your role at your business, your favorite things to do outside of work, your favorite book or quote. This should be about YOU and include a picture of you...you'll share more about the business later.)
2. Why did you start your business?
3. What is something you wish you'd known about business before you started? (this can be general, or specific to your industry)
4. What is your best-selling product or service? (this is a great way to promote what people are buying!)
5. What is your favorite quote? (create a nice graphic to go with it)
6. Share about your team! This is a great time to introduce the people working in your organization. If you have several employees, you can spread these out over several weeks or even months). Share the person's name, their role in the business, and a couple of interesting facts about them. If you are working alone, you can use this time to share a favorite tool or resource for your business.
7. Show behind-the-scenes. Share a picture or video of work being done, or an interesting part of your process, and elaborate on the "how" and "why" behind the process.
8. Share what you love about the town where your business is based.
9. What is something you've learned as a business owner? (If you want to, this is a good chance to talk about a lesson you learned the hard way, or how you turned a "fail" into something positive).
10. Answer an FAQ about your product or service.
11. Share a great product review or positive testimonial from a happy customer.
12. How is your business involved in your community? Use this time to share local organizations your support, ways your company gives back, or upcoming local events your business is involved with.
13. Talk about your headquarters. Is it a home office, a giant building? How long have you been there? What makes it special? This is a fun chance to do a video tour!
14. What does the future look like for your business? Are you working on a new product, offering a new service, or expanding?
15. If your business was around pre-pandemic, what lessons did the pandemic teach you about business?
16. Share an "action" shot of a product (or service) being used. This is a great time for videos! Talk about how the product is being used, or what is going on during the service.

17. Do you have a favorite business book or podcast? Share a learning tool that has inspired you that others can also learn from.
18. Share a “did you know?” fact. It can be about your industry, your business, your product/service – whatever!
19. Answer an FAQ about your product or service.
20. How can people work with you? Share information about where to find your business online, how to work with you, etc. This is a good time to share any “outside the box” ways people can work with you, side projects, etc.
21. What do you love most about your job?
22. Share 5 facts about your business. (Make them fun!)
23. Ask for opinions. Let followers choose a new product design or share what they want you to offer. This is a great way to get valuable information from your followers, existing customers, and future customers!
24. Share something you’ve been working on.
25. Do a “day in the life” post. These are great for websites and Instagram/Facebook stories. Share everything about your day, from when you wake up until it’s time for bed.
26. Flash sale! Offer a flash sale on products or services.
27. Share a “how to” tutorial using one of your products. If you offer a service, talk about how to maximize the service (maybe offer some follow-up tips, or recommend a next step).
28. Share a calendar of events for your business. Will you be participating in any upcoming fairs or local events? Are you hosting a webinar? Do you have any product launches coming up? Is there a deadline customers need to be aware of for purchasing something or reserving a spot?
29. Answer an FAQ about your product or service.
30. Share something seasonal. (For example, if it’s spring you might talk about spring specials, or if it’s fall you might start talking about holiday shopping).
31. Before and after.
32. Share something you’re excited about. It can be within your business, new technology in your industry, and event you’re participating in, business goals, new clients you just signed...the sky is the limit!

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