

# 30 MINUTES, 30 SOCIAL MEDIA POSTS, 30 DAYS

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# HOUSEKEEPING

## BEFORE WE GET STARTED...

- Today's presentation:
  - 30 post ideas in 30 minutes
  - 15 minute breakdown of general social media tips to improve your 30 posts
  - 10 minutes for Q&A
- No need to take notes, we will be moving quickly. You will receive the recording and the slides afterwards to reference & use as a content schedule.
- 75% educational | 15% fun | 10% sales
- I will be using 'lawyers' and 'florists' as examples for 2 different types of businesses throughout the presentation.

# TWO QUESTIONS

## BEFORE WE GET STARTED...

- What types of businesses are represented on the call today? Type your answer in the chat.
- On a scale of 1-10, how comfortable are you in using social media platforms for business? Type your answer in the chat.

# 1. BACK STORY OF YOUR BIZ NAME

- The back story of the name of your business - if your business name is *your* name, then that's the story! Talk about the logo design and why you chose that font with a great crisp image of your logo. This could be a graphic, could be a pile of direct mailings, could be stickers, could be on your mug!



## 2. YOUR TO-DO LIST/COFFEE

- Post a photo (feel free to blur or hide the actual action items) of your **to-do list & your coffee**. The caption can talk about what you've got on the docket, exciting upcoming events, the big thing your working on right now.



### 3. EQUIPMENT PHOTO

- Stylize a photo of the equipment you use for work. Even if all you use is a telephone - get creative. Talk about that tool, how does it work, why did you choose that brand? How does it benefit your business?



## 4. TESTIMONIAL

- Ask a top customer to write a testimonial for you, or dust off an old one! Type it out in a branded font that matches all of your other marketing. Use the caption to thank the customer for such a great review.



**Client Testimonials**

**Ruby Smithie**  
Assistant Director

Writing case studies was a daunting task for us. We didn't know where to begin or what questions to ask, and clients never seemed to follow through when we asked.

Case Study Buddy did everything with almost no time or effort from me!

The graphic features a circular photo of a smiling woman with brown hair wearing a light blue sweater. The background is white with green geometric shapes (triangles and diamonds) in the corners. The text is in a clean, sans-serif font.

## 5. THROWBACK THURSDAY

- You can rearrange these posts into whatever order you please. For example, this one should be posted on a Thursday. Post one of your proudest moments as a business owner as a throwback - remind people of a success you had! You can also use this opportunity to visually reinforce how long you've been in business! Use the hashtag [#ThrowbackThursday](#) or [#TBT](#).



## 6. PACKAGING/PRODUCTS

- If you sell physical products, line up a few bags with attractive wrapping and put them in a nice location - add a caption like "a few more orders ready to deliver!" If you don't sell physical products, you could post a picture of some papers heading out in the mail, or a screen grab of the backend of your website showing that a project had been accomplished.



## 7. SHARE THE LOVE

- Share a post from a business owner and give them some 'air time'. Shout out why you love their business and ask your followers to give them a follow! This makes you look well connected and gives your friend a boost!

USE A 'REGRAM' APP  
TO MAKE LIFE EASY!



## 8. CANDID SHOT

- Ask a friend (or use the self-timer tool on your smart phone) to take a photo of you 'doing what you do'. If you are a lawyer, pose while scribbling notes in a notepad or while on the phone. If you're a florist, you are arranging flowers in a vase. Don't look *AT* the camera - make it feel candid. Talk about how much you love what you do for a living in the post!



## 9. FAQ

- **FAQ!** It is time to educate your customer about a question you get asked all of the time. Find an image that corresponds to the question! You can also use that same 'testimonial style' graphic image to write out the question. Answer the question in the caption of the post. Encourage people to ask more questions in the comments to foster engagement.



# 10. KEEP IT LIGHT

- Take a moment to have some fun...but keep it educational! **Talk to your customers about a book or movie or show you've read/watched recently.** Be sure to tag the creator for some potential double exposure - bonus points for the show/book pertaining to your line of work!



# 11. RECENT SUCCESS

- Post about a **successful project that was just completed**. If it is tangible (freshly painted walls in a home) post a photo! If it is intangible, post a photo of a handshake (or socially distanced photo!) with the person you completed the work with.



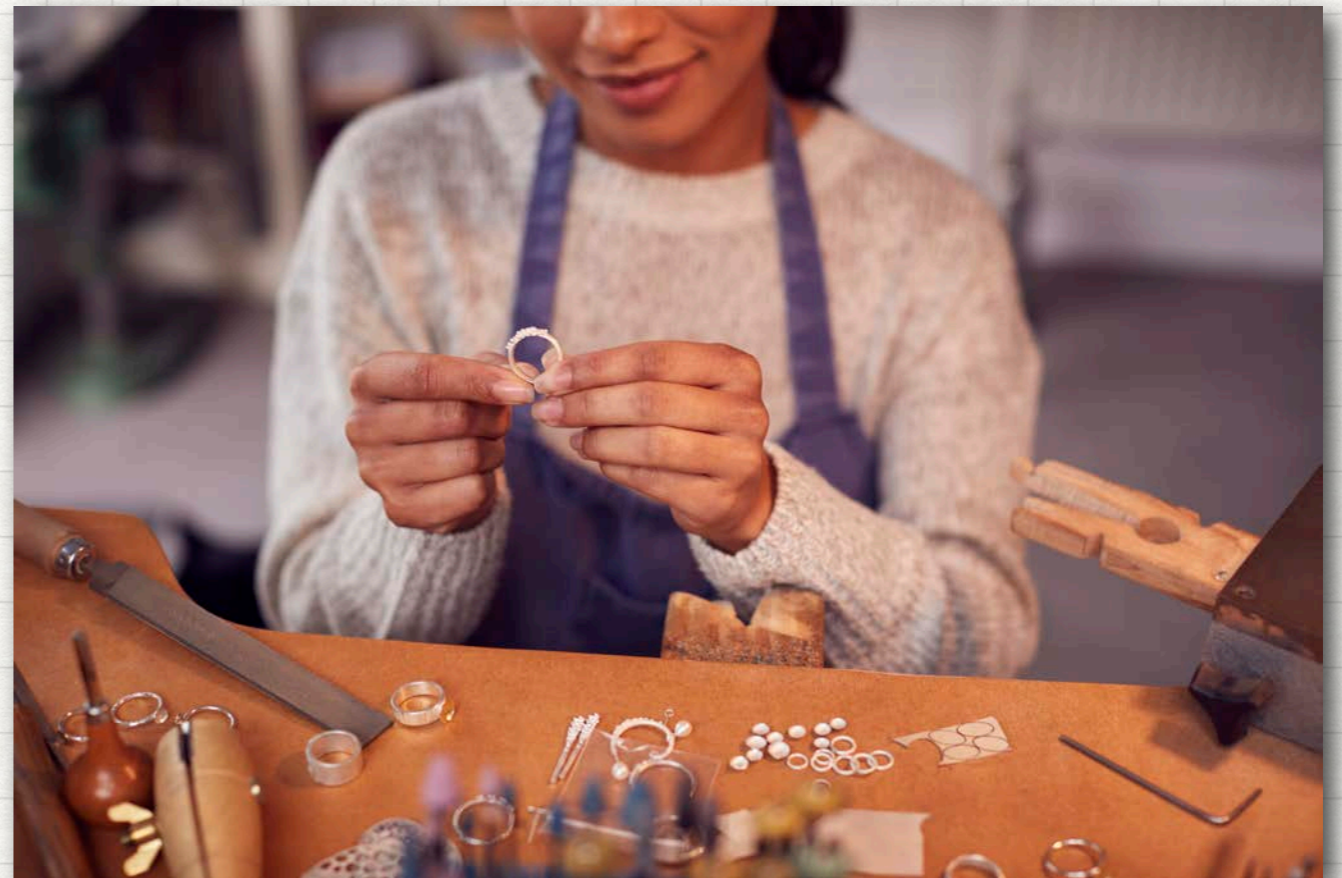
## 12. VIDEO

- Post a video day! Yay, my favorite day. **Post a video (under 1 minute long) about an exciting upcoming project or change you're making to your business.** Even if it's small....the video will make it feel big! It could be that you got your storefront sign cleaned and you want to show how beautiful it is.



# 13. SALE!

- Sales time - let people know what you're offering right now. Is it a discount code? Is it an update on a new service you offer? Is it why you are an industry leader? Use a great photo that is **NOT** a stock photo. They will fly right past a stock photo in their social feed. Bonus points if you are **IN** the photo.



# 14. SHARE SOME ADVICE

- **Give away a piece of advice!** Lawyers can tell people how they can protect themselves from x, florists can tell people how to keep flowers alive for a few extra days by doing y. Whatever you do - give away a great tip/fun fact! (PS - do not pick a topic that gives away the *WHOLE* boat, answer a very specific question.)



# 15. FOLLOW UP WITH MORE ADVICE

- This post has to come after the one before it. Do a follow up on your advice - in the caption mention you received some follow up questions (*even if you didn't, shhh*) and that you wanted to go into a bit more detail on video. This video can be whatever length you please. Lawyers - explain in greater detail the specifics of your info, florists- demonstrate HOW to cut your flowers.



# 16. GIVEAWAY!

- **Giveaway time! Let's give something away** - is it a free 30 minute consultation phone call? Is it a free mini bouquet? In exchange, maybe followers must tag 3 friends in the comments to enter. You'll share the winner in a few days! Remember to be clear about the rules - when the contest ends, who may/may not enter, etc.

- TEAM UP WITH OTHER BUSINESSES TO CREATE A BIGGER GIVEAWAY



# 17. CLOSE THE DEAL

- Sales time again - let's use a sample of recent work! Did you recently close a deal? Help someone save a lot of money? Bake 500 doughnuts for the hospital? Whatever you did- let the people know! Gently remind them (if you publicize your fees) what it will cost & how to get in touch if they want to take advantage of your offer. Don't forget to include a call to action.



# 18. DAY OFF

- Fun post - post a photo of your "day off". I put that in quotes because I know most business owners do not have true days off. Whether it's a company-wide outing to a bowling alley, playing frisbee with your dog or lighting a fire at the end of the night with a glass of wine - share it and let them know! It humanizes you and your company. Bonus points for having your product or logo somewhere in the background of the image.



# 19. CONTINUE YOUR EDUCATION

- Demonstrate that you are constantly continuing your education. If you completed a course, share your certificate. If you learned a new skill or technique - demonstrate it! Photo or video - you choose!



## 20. GIVEAWAY WINNER

- OK - time to announce the winner of your giveaway! Post this 3-5 days after your initial giveaway post - you choose the timeline. Give that person a shout out! If they won a physical item, encourage them to take a photo with it so you can repost it on a later day. If they are coming into your office (in a post-quarantine era), take a photo WITH them picking up their prize.



# 21. EMPLOYEE SHOUT-OUT

- **Shout out a team member!** Whether it's an admin assist, a marketer, whoever - share their bio and a great photo of them. Caption it with "this is who is behind every phone call!" or "this is who writes all of our educational blog content!" If you work by yourself, shout out a vendor that helps you!



## 22. THE BASICS

- Sales time again! This should be a generic reminder of your business & services - basically what you would include in a classic newspaper ad. Hours, rates, bright & cheery photo alongside what your services are. Consider BOOSTING this one with ad dollars.



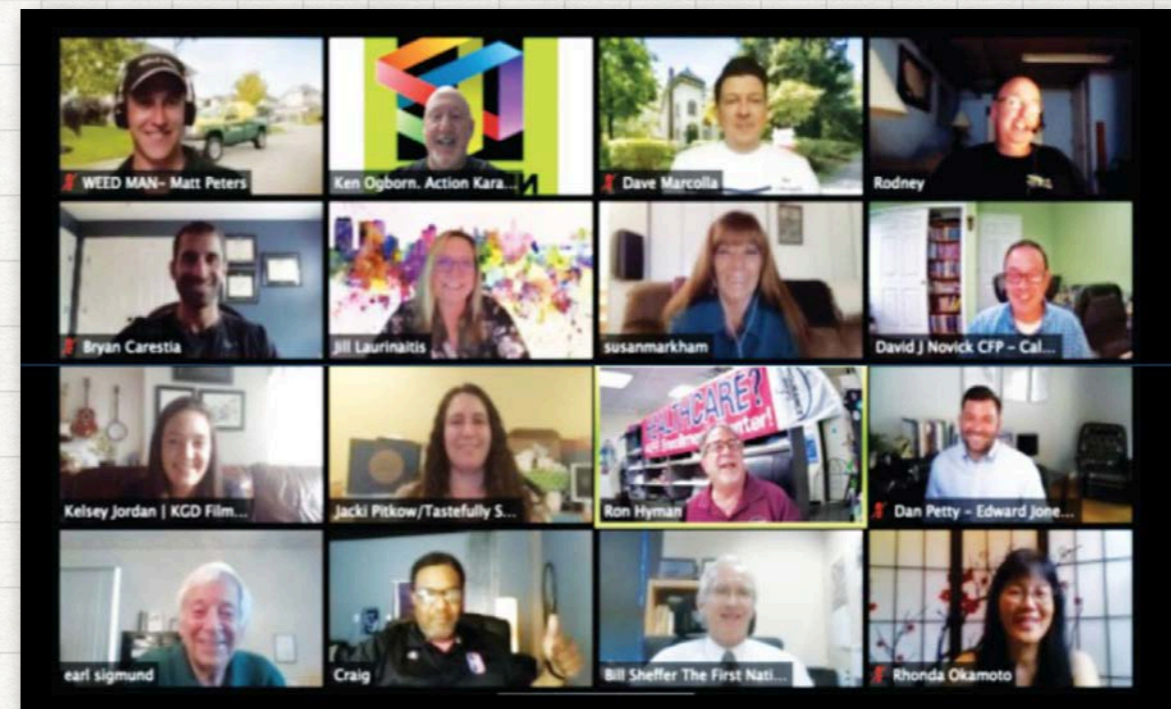
## 23. HOMETOWN PRIDE

- **Shout out the city or town your business is located in.** For many of us watching today, that would be somewhere in the Bucks County area. Talk about **WHY** you chose your geographic location for your home base - who are your neighbors? A salon? A restaurant? Take a great photo of the street your office is on. If you work from home, take a great shot of your desk at home (when it's tidy!).



# 24. NETWORKING & LEARNING

- **Networking post!** Today is a perfect example. Be sure to take a screen grab of today's presentation and tag SCORE and/or myself on social media. Do this with any networking groups you are in, webinars, classes, etc!



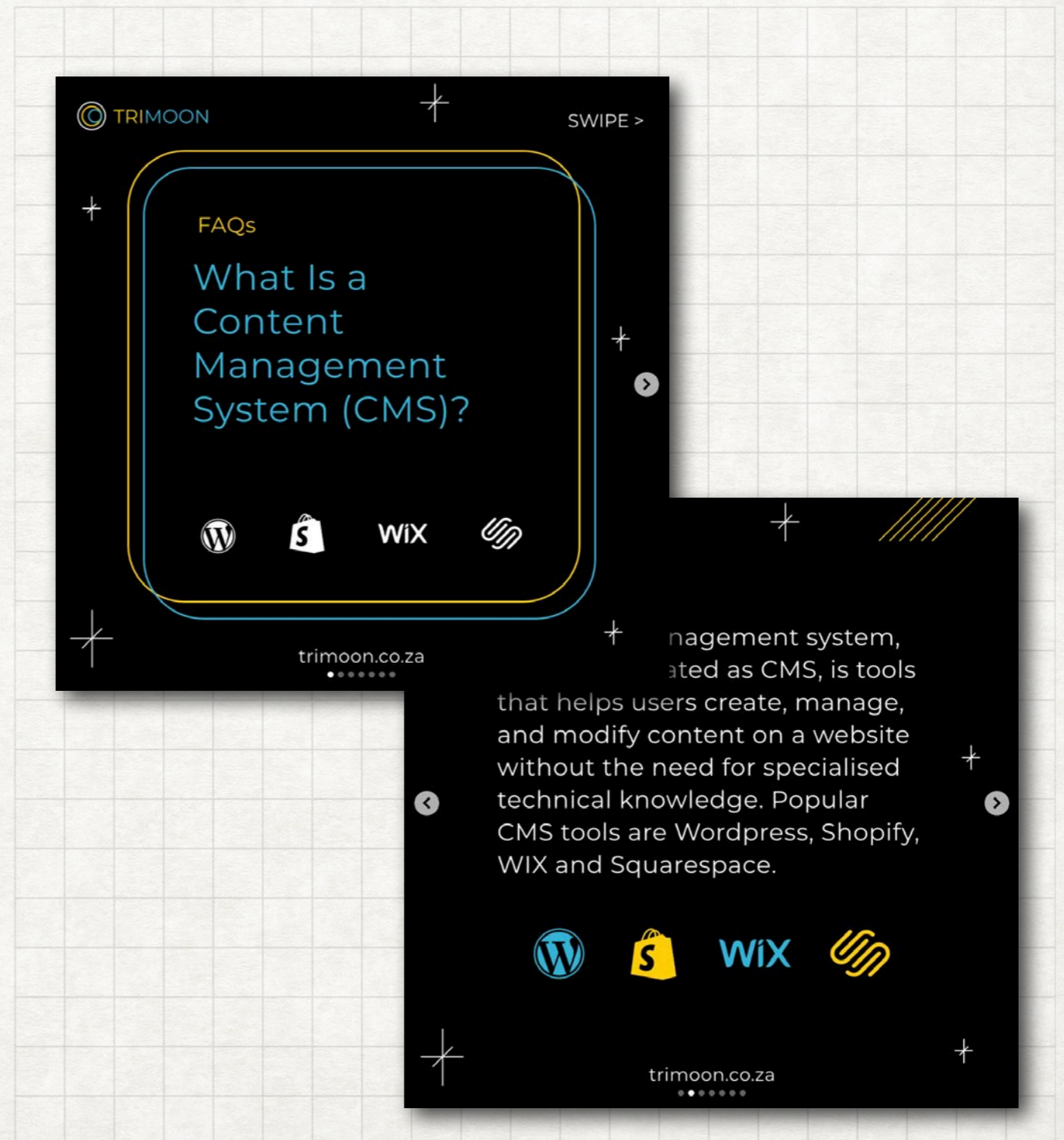
## 25. SELF-TIMER

- Time to dust off the self-timer again. Take a photo of yourself during the work day (or ask someone for help) - it could be taking a medical reference book off of your shelf to review or greeting your vegetable supplier at the door. Caption it about how much you LOVE what you do.



## 26. FAQ - ROUND 2

- **FAQ time again - this time either answer a question someone asked on your last post, OR pick another question you get asked all of the time. Again find a correlating image or post the text of the question in a branded font. Answer the question in the caption, in a second image or in video form!**



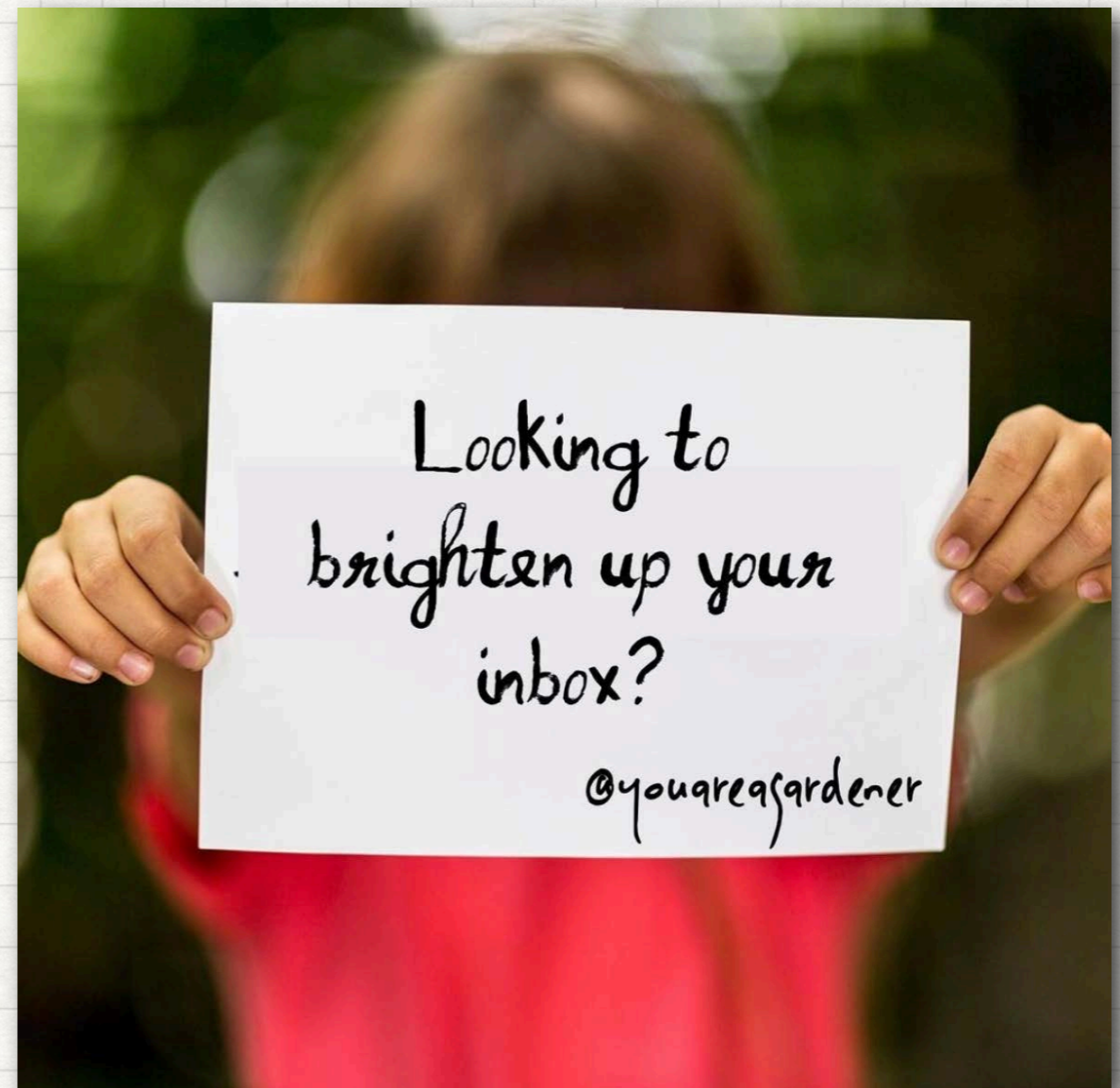
## 27. HOW YOU SOLVE A PROBLEM

- Explain to people **WHY** your business is important. Every business solves a problem. That's what businesses are! Tell people what problem you solve, how you solve it, and why you are the best at it. This can be done via video, image & text - whatever you choose!



## 28. NEWSLETTER SIGN-UPS

- **Encourage newsletter sign ups!** Include the link to sign up for emails. Let them know how often you will be emailing them and what the content of your newsletter is. To further encourage sign-ups, you can give away something small (maybe a short PDF guide or 15 minute consultation call) when they give you their email address. It's certainly easier said than done, but step one is simply letting people know your newsletter exists!



# 29. WEB TRAFFIC

- **What is your favorite part of your website? Do you have a blog?** Link to the best part of your site and give people a reason to visit it! Is there a new blog post live? Did you update your 'About Us' page? Did you add some new menu items? Encourage people to click.



RATHER THAN USING A SCREEN GRAB OF YOUR WEBSITE, PLACE IT ON A STOCK PHOTO OF A COMPUTER, TABLET OR PHONE.

# 30. WHAT INSPIRES YOU

- We made it, people!!! Today, I want you to think about why you got into your line of work. What inspires you to continue to grow and learn. **Write an earnest post about why you do what you do** - I know it's not JUST for the money. For example, I truly LOVE helping small businesses compete with the bigger companies that dominate a large chunk of the space on the internet. I love downtowns and never want to see them disappear. Shop owners inspire me. The image can be whatever you like! If you don't have something that correlates, include a professional head shot!



# A FEW THINGS TO CONSIDER...

## THESE APPLY TO ALL POSTS

- Each post should have some form of a **call to action**.
- Use **hashtags** like file folders.
- Choose **social media platforms** that are good for **YOU**. Think about where your customers are.
- Use **emojis!** They stand out and catch your eye and encourage people to read the caption.
- **Keep captions short!** People don't like to read...*UNLESS* you are educating - then scribble away! People will only read if they are going to gain something.

# A FEW THINGS TO CONSIDER...

THESE APPLY TO ALL POSTS

- Try to include people in as many photos as possible.
- Avoid using stock photography (or at least modify it).
- Set up alerts/reminders on your phone calendar to post.
- YOU need to be in your photos. I know it's painful.

# SOME AFFORDABLE EQUIPMENT TO HELP

- Flexible smart phone holder
- Ring light
- Smart phone microphone
- Social media scheduler app



## Creator Studio



THANK YOU!

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