

25 Great Post Ideas That Never Fail To Engage

facebook.

Running out of ideas when It comes to
WHAT to post on



THAT ACTUALLY ENGAGES YOUR AUDIENCE?

Feel like you're stuck, posting the same
type of content over and over?



WE CAN HELP!

Here's 25 of the absolute best post ideas for small business owners that WORK by generating likes, shares & comments, along with a higher click through to your website!



1

CREATE A CONTEST POST

Everyone loves a good contest! There are a ton of great contest apps out there that you can use to run your contest AND grab emails to add to your list! There's nothing like a good twofer, right?

I use Heyo and have had great success when using their app to run my contests, promotions and special offers. There are other apps available like TabSite and ShortStack, or you can also run Facebook contests directly on your fan page.

[\(Check out their contest/giveaway rules here\)](#)



2

BLOG POST EXCERPTS

I see many business owners posting links to their blog posts without including any additional context. When sharing a blog post, be sure to include a back story or short excerpt from the post so your fans know what to expect when they click on the link.

INCREASE YOUR RANKINGS IncreaseYourRankings.com
February 11 at 9:26am · 🌐

Tips for Handling Reviews!



It's Time to 86 Your Testimonial Page | Small Business Marketing Services - SEO, Social Media,...

If you're like a lot of business owners, you've done your research about the importance of reviews. You know that a huge majority of internet users rely on

INCREASEYOURRANKINGS.COM

INCREASE YOUR RANKINGS IncreaseYourRankings.com
February 4 at 7:25am · 🌐

What Video Marketing Can Do for Your Business? Check it out here!



How to Crush It with Video Marketing | Small Business Marketing Services - SEO, Social Media,...

Are you convinced you're doing everything you can do to market your business online? You probably have blog posts, photographs, and client testimonials – all

INCREASEYOURRANKINGS.COM

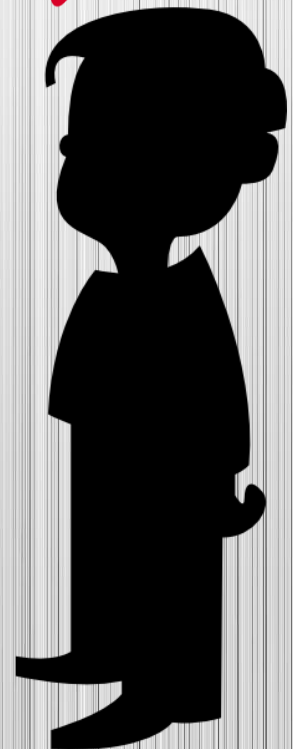
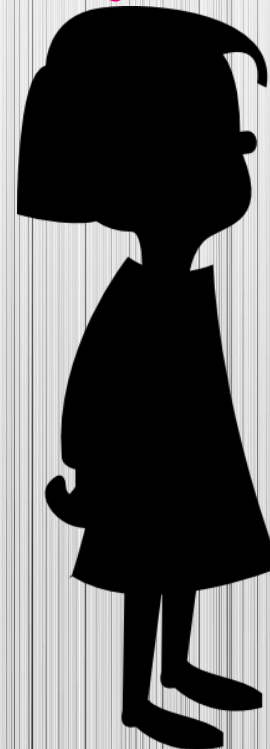
3

Share the Results of Your Poll!

If your poll collected data that would be interesting to your audience, share the results in a separate Facebook post. One strategy I have seen some business owners using is offering the results in a free downloadable report (in exchange for an email address, of course!).

Social Network
should **DEFINELY**
win!

No way! Black
Swan was
WAY better!



4

FOLLOW FRIDAY

Give your fans the opportunity to share a link to their website or Facebook Page; not only do they get the chance to showcase their business or products, but they can meet new people and make new connections.

Facebook FanPage Friday Party

Making Networking Fun



Basic Rules

- 1) Promote Your Fanpage in Comments Below
- 2) Share This Post On Your To Continue The Sharing Spirit
- 3) Visit Listed Fan Pages Below & "LIKE" Those You Enjoy

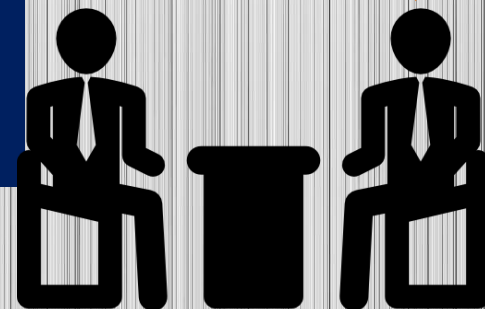
Its That Easy

Most Of All Have Fun

My followers actually look forward to my Facebook Friday post every week. On average, I would say about 450-500 people engage with it by commenting with the link to their Facebook Fan page every week.

Crazy! I was actually looking for a fitness coach!

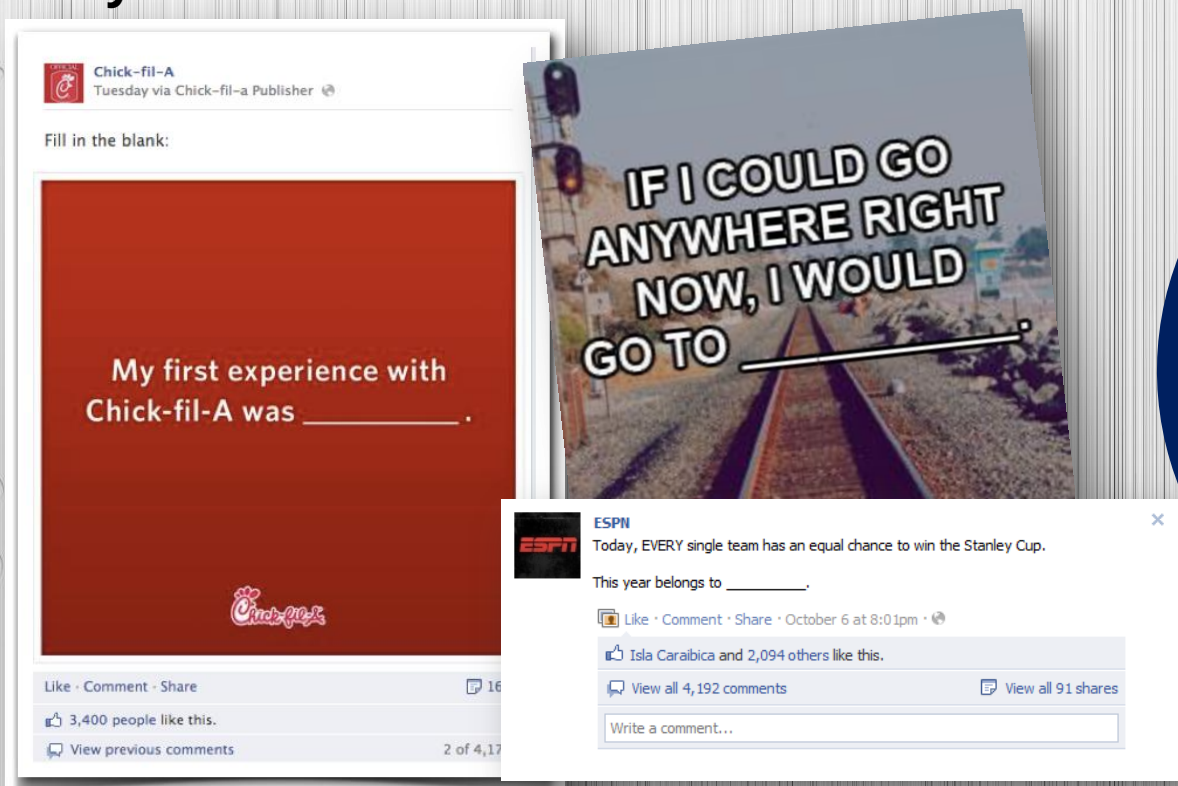
Here's a link to my Facebook Fitness Fan page!



5

FILL-IN-THE-BLANK

I am not exactly sure what it is about fill-in-the-blank posts, but people just love them! You can rephrase just about any question as a fill-in-the-blank and they often receive more engagement than basic questions. Test this out for yourself!



TIP:

When you make these fill in the blank questions, keep it simple. People are more likely to comment if they can give a 1-2 word answer.

6

FAN CHALLENGE

Post a group challenge for your fans...sometimes doing something as a group can feel less overwhelming than doing it alone!



BODY CENTRAL
200,000 FAN CHALLENGE

**HELP US REACH 200,000 FANS BY APRIL 30TH FOR A FACEBOOK FAN EXCLUSIVE!
SHARE OUR PAGE AND EVERYONE WINS!**

This promotion is in no way sponsored, endorsed, or administered by, or associated with, Facebook. The entrant is providing information to Sponsor and not to Facebook.

SOME EXAMPLES INCLUDE:

30-days to a more organized house
(post a daily organization tip)

7-days to tighter abs (post a daily
video or blog post sharing the best
core exercises) Gain 1000 fans

Gain 1000 fans (give actionable tips
for increasing your fans' Facebook
audience)

7

POSE A PROBLEM & ASK FOR ADVICE

This type of post is great on a number of different levels. People LOVE to answer questions and to help solve problems. Also, if you ask a question that may also help THEM with a problem, they will be grateful for the help!

SOME IDEAS INCLUDE:

What would you do if...

One of our readers has a question.
Can you help?

What advice would you offer to a
person who is struggling with...



I need to make a decision and
am looking for your
feedback...

8

SHARE INSPIRATIONAL IMAGES

If you follow me on Facebook, you know this is a strategy I use every single day! There is so much negativity in the world (and on Facebook).

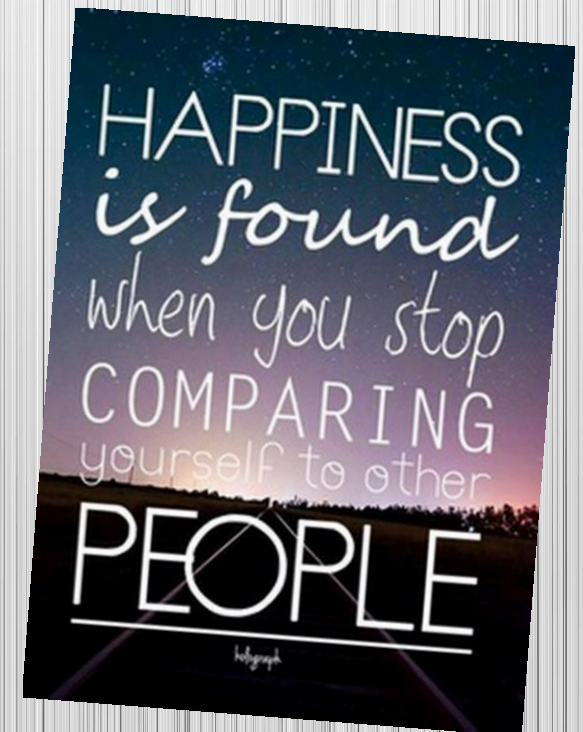
I choose to encourage and inspire my fans by posting inspirational or motivational quotes and images. This works with every client we have ever had, by the way!

Photos account for

93%

of the most
engaging posts.

They also
receive 53%
more likes, 104%
more comments
and 84% more
click-throughs
than text-based
posts.



9

AN EXPERT TIP

Share a tip from an industry expert for solving a common problem or overcoming a challenge. The expert could even be YOU!

FACEBOOK TIPS

TIP #2: SHARE CONTENT FROM OTHERS

Must Share Garden Tip

- 1 tsp Epsom salt in 4 c warm water
- Spray on plant and then again 10 days later.
- Produces more fruit due to boost of magnesium, especially for tomatoes, peppers and roses.
- To **SAVE** this idea, be sure to click **SHARE** so it will store on your personal page.
- Remember to do this in your gardens!

homestead-and-survival.com

10

CROSS-PROMOTE WITH SOMEONE COMPLIMENTARY TO YOUR INDUSTRY

Team up with a business that offers a complimentary product or service and help cross-promote each other. Tag each other in posts, recommend that your fans 'like' each other's Pages, or simply share each other's content.



11

NATIONAL _____ DAY POSTS

I'm sure you have seen them in your own newsfeed, the "National Talk Like a Pirate Day" or "National Donut Day," etc.

These are easy posts (especially since there is something for almost every day of the year), but they can get a surprisingly large amount of engagement when you create a graphic to go along with it. You can find the entire calendar [here](#).



12

LINK TO A TUTORIAL

Give your fans a step-by-step guide or tutorial for how to do something. These types of posts are GREAT for getting engagement, especially click-throughs and shares!



People love it when you can show them how to do something! Especially if it's something quick and easy and solves one of their pain points.



13

Run A Poll

Polls are great not only for generating discussion, but for gaining valuable insights from your audience.

Here is a link that will take you directly to [Facebook's Poll app](#).



14

SHARE A PICTURE OF YOUR BUSINESS, EMPLOYEES OR OFFICE

Sharing a photo of your workspace, your employees or even your customers (with their permission, of course) makes your business so much more relatable! Knowing there are real people behind your brand will go a long way to building trust and relationships.



15

HUMOR/RELATABLE POSTS

It is no secret that people love to laugh! Throwing in a humorous or funny post every now and then is a great way to show people your funny side and get them laughing on the other side of their screen.

Relatable posts also do extremely well on Facebook! While slightly different than a personal post, relatable posts can add a human side to your brand.

**I'm not clumsy.
It's just the floor
hates me, the tables
and chairs are bullies,
and the wall gets in the way.**

16

A PERSONAL POST

This is where you, as a small business owner, have an inherent advantage. Don't be afraid to post a personal photo or story from time to time to differentiate yourself from the big brands your fans also follow. You might be surprised by how many people connect with you not only on a business level, but on a personal level.



INDUSTRY NEWS THAT IS RELEVANT TO YOUR FOLLOWERS



18

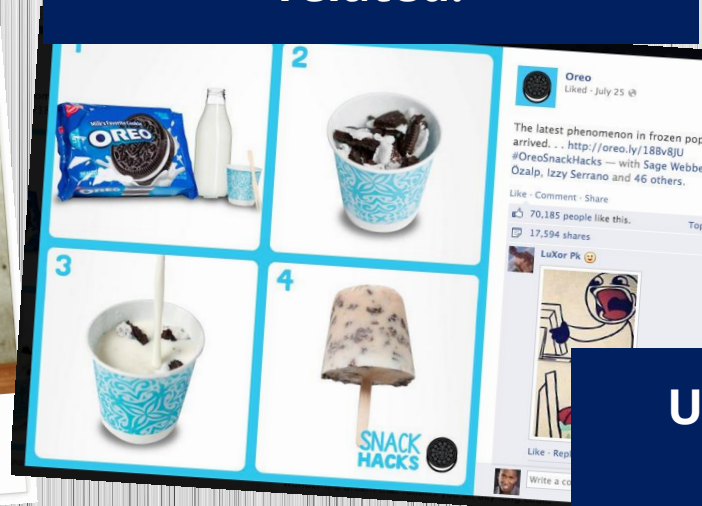
CAPTION A PHOTO

Posting a picture and asking your fans to “caption this photo” is a great way to get some engagement! You don’t always have to be looking for the likes and shares. Sometimes some good ol’ fashioned comments and conversation can be the best way to grow a loyal following and get repeat engagement on your fan page.

Turn it into a contest!



Do something brand-related!



The feeling one has when forced to participate in workplace team building exercises



Use a cute or funny picture!

19

YOUR OWN PREDICTIONS

Chances are you have a pretty good bank of knowledge about your industry stored up in that noggin of yours and people LOVE to know what new or upcoming trends you see just around the corner!

Share these predictions with your community and open up the conversation for other people's predictions.



John Lang

January 14 at 12:48am

Just wanted to give you guys a heads up. If anything happens to me in the next day or two it will be the result of Fresno PD, my neighbor, and an employee at my job Payless Brakes and Tires on blackstone..



Like



Share



Siren Oceana Wow. Sending prayers of protection your way. God be with you.

Like · January 14 at 1:03am

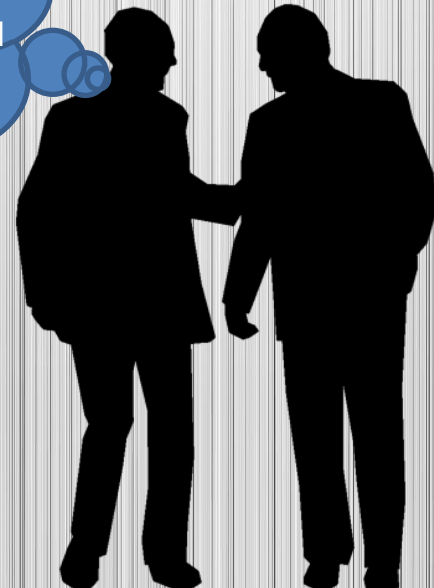


John Lang Thank you..

Like · January 14 at 1:04am

I think video is going to reign supreme on social media this year.

Really? I'm going to have to look into that since I'm not doing anything with video right now.



20

FAN-ONLY DISCOUNT

Offer your Facebook fans an exclusive discount, just for being a fan!

Use an image to promote the discount, if possible. These are better for grabbing the attention of your fans and for getting more shares.



Ann Taylor

Friends & Family starts today! "Like" this post if you love to share with your friends & family!

40%OFF
YOUR ENTIRE PURCHASE*
**FRIENDS
& FAMILY**

Shop 40% Off Your Entire Purchase During Friends & Family

http://www.annataylor.com/ann/editorial/ZHidden/atfbfriends/cat720012?supCat=cata00002?loc=FFLP_afbfriends&ICID=afbfriends_nov2011?cid=SM1973

In-Store & Online. Ends Sunday

Like · Comment · Share · November 10 at 7:00am via Publisher



Hit the Like button and become a fan of Duct Tape Marketing and get a free ebook today – **7 Steps to Small Business Marketing Success**

78%

of consumers interact with brands on social media for coupons and promotions

21

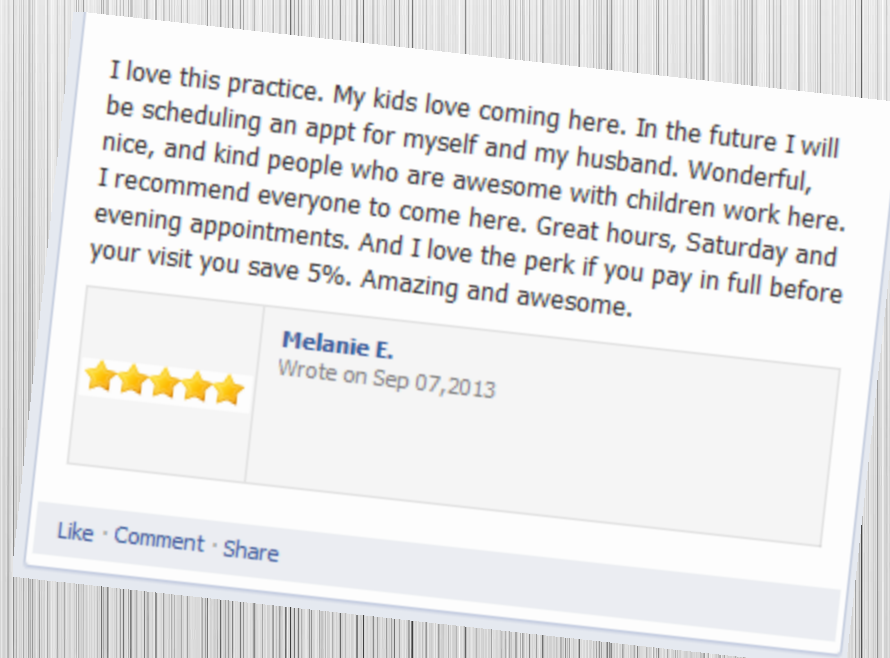
CUSTOMER SUCCESS STORIES OR TESTIMONIALS

Featuring customers is not only a great way to inspire engagement (let's face it, others will hope to be featured too), but it also showcases your product or service.

Additionally, these testimonials work as positive reviews to your other fans or visitors to your page. You never know when someone who was considering buying your product or service might see these testimonials and finally commit to the buy themselves.

72%

of consumers trust
online reviews as much
as personal
recommendations.



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LINKS TO OTHER PEOPLE'S CONTENT

Sharing is caring...am I right? If you see someone else in your industry, or in an industry closely related to yours, post something that you think your fans would enjoy...SHARE IT!

Not only does it give you more credibility by knowing who's who in your industry but sharing content that your fans find beneficial makes you someone they will come back to frequently in order to stay on top of what's new!

Start spreadin' the news...

Share your campaign with friends and we'll show you the results.



<http://createsend.com/t/r-A5B3CF63E8092A32>



Share on Twitter



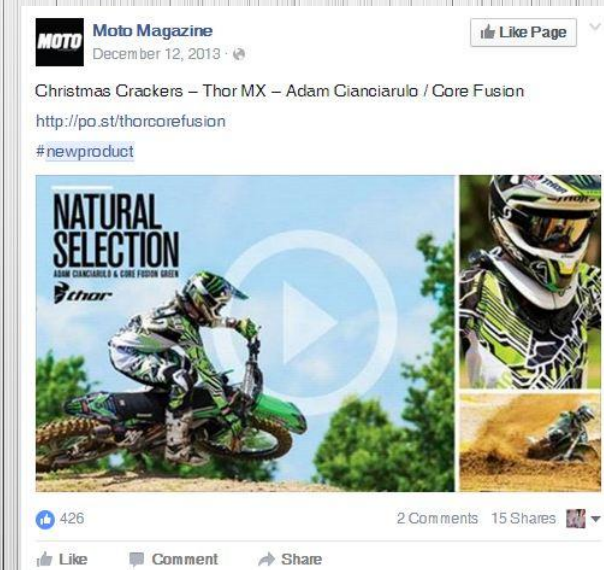
Share on Facebook

**It can possibly
lead to some
great
partnerships or
cross-promotion
opportunities!**

23

A VIDEO ABOUT YOUR BUSINESS OR YOUR THOUGHTS

Video is going to be HUGE in 2015! With that said, short videos are a great way to give an inside or “first look” at something going on in your business or just expressing your own thoughts to your fans.



Your thoughts on breaking news or ideas in your industry

Interviews with other industry leaders

New product/service videos

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ASK WHAT PAIN POINTS THEY HAVE AND HELP SOLVE THEM!

Is there anything easier than just ASKING your fans what problems they have that you might be able to fix? Worst case scenario is you can't help them yourself, but can point them in the direction of someone who can. BEST case scenario...your fans have just given you an idea for a new product or service to offer them!

It's the best of both worlds! You get to help your fans and they have just helped YOU!



What do you
struggle with most
when dealing with
Facebook ads?

25

FAN APPRECIATION POSTS

I have already mentioned customer success stories and testimonials, but fan appreciation posts take that to the next level. Fans want to know they are appreciated. If you make your fan appreciation a set or scheduled occurrence that fans know to look out for, then they are more likely to engage with you in hopes of being featured!

It also shows that you really do appreciate your fans since they are the ones keeping you in business!



DSW

DSW Designer Shoe Warehouse

SURPRISE! We're about to celebrate, shoe lover-style, because we just got our 250,000th like! 25 random people are about to get hit with FREE SHOES. New fans, old fans: we couldn't have done it without you!

Like · Comment · Share · January 20 at 3:58pm · 🌐

👍 3,418 people like this.

💬 View all 773 comments

📄 44 shares

Write a comment...

THERE YOU HAVE IT!

25 OF THE BEST, TRIED & TRUE POST IDEAS TO GET
YOUR CREATIVE JUICES FLOWING AGAIN!



**Presented by the
social media experts @**

www.yourwebsite.com