

30 SOCIAL MEDIA CAPTION IDEAS

FOR SMALL
BUSINESS
OWNERS



MCCULLOCH *Communications*



WELCOME!

Your days of staring at your phone in frustration, wondering what to post on your social media channels are OVER!

As a solopreneur and small business owner, your to-do list is a mile long. Posting to social media is the LAST thing that you feel like doing. And what's the point anyway? It seems like your BFFs, your mom, or some bitcoin fanatic are the only ones who comment on your posts anyway!

Believe me, I get it.

I totally understand the frustration that comes along with deciding what to post when you have a million other things competing for your time and attention. I wish I could tell you that it's not that important. But I can't!

Social media is a key part of your brand and can be one of the best and most effective way to connect with your existing clients and customers - and to attract new ones.

I can't tell you to ignore it - but I CAN help make it more enjoyable and less overwhelming!

My strategy is built around creating *conversational* content that educates, engages and entertains. It's all about using social media to provide value to your customers and to create real connections. In this guide, I share my 3E Strategy for Social Media Captions, and I give you 30 social media prompts that can be used again and again to fill out your social media calendar.

I promise, you'll never be left wondering what to post again!

SOCIAL MEDIA IS A TOOL TO TELL YOUR STORY AND CONNECT WITH YOUR IDEAL CUSTOMERS

Your posts should reflect your voice & personality and provide value to your audience

As a small business owner, YOU are the most important part of your brand. Your customers are choosing to buy from YOU and not the other big corporations who sell similar products or services. YOU ARE YOUR BRAND'S SECRET SAUCE. And your social media should reflect your voice and your personality.

Throughout your captions, you should be getting to know your audience and giving them glimpses of who you are and what you value. Your posts should give insight into why you created your business and what drives you to get out of bed every morning. Share stories that help you connect on an emotional level.

What are the pain points and main concerns of your ideal customer, and how do you or your product help alleviate them? Find a way of injecting these stories into your content, and don't be afraid to include a picture of your dog, kids or morning coffee along the way!





YOU ARE YOUR BRAND'S SECRET SAUCE.

How to write conversational captions that provide value

If you are struggling with what to post on your social media, just think of it as a conversation. You are getting to know your audience and you're letting them get to know you and your brand.

But you don't want to be the person who just talks and talks and doesn't really say anything. You want your content to be conversational but also to provide VALUE.

OK, so how do you do that?

The most effective way to ensure that your posts provide value to your audience and are still conversational is to apply the **3E Strategy** to your captions.

That means that each one of your captions should do one of three things: **educate, engage or entertain.**

To help you, I've drafted 30 social media prompts that can be used and reused repeatedly to write conversational captions that provide value to your audience.

THE 3E STRATEGY FOR SOCIAL MEDIA CAPTIONS

When planning your social media content, your captions should do one of three things:

E1

EDUCATE

Your post should be educating or informing your audience about you, your services, your industry or your product.

E2

ENGAGE

This type of post should help you connect on a deeper level with your customers. This is the time to share your personal stories and ask questions.

E3

ENTERTAIN

Basically, you want to post things that get your audience's attention, make them feel good, laugh a little and feel inspired.

If you're stuck and struggling to find something to post, return to the 3Es!



E1

EDUCATE & INFORM

If you've been posting random pictures of your products and captions announcing sales or promotions, is it any wonder that social media always gets pushed to the bottom of your to-do list? If you don't even want to post it, why would anyone else want to read it or follow you at all?

Break this vicious cycle by writing conversational captions that provide value to your audience. How do you do that? Well, one way is to create educational and informational content that speaks directly to your ideal customer.

Think about the pain points that your clients are dealing with right now. How does your product or service help alleviate that point? Write about that in your next caption! Or talk about the ingredients or process that goes into your product or business. View each of your social posts as an opportunity to talk directly with your customer one-on-one.

Give them tips, information, facts, and insights about you, your business, your product/service, or your industry.

Above all, provide VALUE.

10 CAPTIONS THAT EDUCATE & INFORM

01 **INTRODUCE YOURSELF!**

Greet your audience and tell them about yourself and your business. If it helps, pretend like you are meeting a potential customer face-to-face for the first time and write down exactly what you would say about yourself. Change it up and re-introduce yourself once a month.

02 **TELL YOUR ORIGIN STORY**

Why did you start this business? Who are you trying to help? Speak from your heart and reveal the mission that is at the foundation of your business. Tell your story! The answer to each one of these questions can be a different post, spaced out over weeks or months.

03 **HIGHLIGHT A PRODUCT OR SERVICE YOU OFFER**

Instead of merely telling your audience that you offer a service or have a product for sale, tell them how to use it, what it's good for, who will benefit the most from it and why it's important. Since most SBOs have multiple offerings, this prompt can be re-used regularly.

04 **EXPLAIN A PROBLEM AND HOW YOUR BUSINESS SOLVES IT**

Businesses exist to solve problems. What problems does your product solve? How does it make life easier for your customer? What can you help your client do? Put yourself in your customer's shoes and speak directly to their pain points.

05 **TALK ABOUT A SALE OR PROMOTION YOU'RE HAVING**

That's right! Don't be afraid to talk about a sale or promotion, you just don't want it to be the majority of your content. Also, consider giving some context to the sale and tell your audience why you are offering the deal at this particular time.

CAPTIONS THAT EDUCATE & INFORM - CONT'D

06 VIDEO DEMO OR TUTORIAL

Video content is a gold mine for your social feeds. Use it to provide a demo or a tutorial for your product or service. These types of posts can be used in your main feeds and also in your Stories. Consider posting videos at least once a week.

07 FREQUENTLY ASKED QUESTIONS AND YOUR RESPONSE

What is a question that you've gotten from a client or customer lately? Chances are - if one person asked you, more people are wondering the same thing. Introduce the question and provide your answer or response in the caption - or in a video!

08 BUSINESS-RELATED STATISTICS AND FACTS

Using statistics and facts can be a great way to educate your audience about your industry. It's even better if it's a little shocking or reveals something your audience didn't know. In the caption, provide more details and context for the stat and how it relates to your business.

09 TIP OF THE DAY OR BEST PRACTICES

Give your audience short tips related to your industry or directly to your product. In your caption, provide commentary and show your expertise.

10 PROMOTE A LEARNING OPPORTUNITY OR NETWORKING EVENT

Inform your audience about any presentations, webinars, seminars, conferences or events you have coming up. Invite them to join you, register or follow along.



F2

ENGAGE & SHARE

Sometimes social media can feel like a one-way street. If you're always just talking AT your customer, you leave no room for your audience to respond to you. The aim is to engage your customers in conversations - to get to know them and let them into your world.

This is the time to share your personal stories or thoughts and connect with your customer on an emotional level. Ask your audience engaging questions and get their feedback, suggestions and input. When you're thinking of potential captions, try to post content that prompts your audience to leave a comment.

It doesn't have to be super serious – it can be as simple as asking them to share their favorite coffee shop or comfort food. Let your personality shine in these posts!

Remember – people buy from people they feel a connection to and like. And as humans, we connect to faces, so don't be afraid to show yours! Every so often, include pictures of yourself and videos in your feed and in your social stories. Don't worry about making it “perfect.” Just be authentic and use good lighting!

The key is to CONNECT with your audience on a deeper level.

10 CAPTIONS THAT ENGAGE & SHARE

01 **SHARE A PERSONAL STORY**

Was there a moment in your life that you experienced a breakthrough - personally or professionally? Share your story, thoughts and insights so that your audience gets to know you on a deeper level. Don't be afraid to be vulnerable, but do end it on a high note!

02 **ASK FOR RECOMMENDATIONS**

You can literally ask anything here, but it should relate directly to the things that you enjoy or make you, you. If you're not a big reader, don't ask for book recommendations. Ask about ice cream or coffee shops (or your favorite things) instead. Add a little bit of personality to it!

03 **ASK/SHARE WHAT YOU LOVE ABOUT YOUR CITY**

People love their hometowns and their city, and they love to talk about them. Sharing what you love about yours is a great way to bond with your audience. It's also an opportunity to share your personality and what you do in your down time.

04 **CLIENT SUCCESS STORIES AND TESTIMONIALS**

Tell a story about a client (don't use real names or identifiers without permission) and how you were able to help them with a problem or project. Or post a testimonial from the client in their own words!

05 **SHARE YOUR SUCCESS/TRIUMPHS**

What big wins (or little wins) have you had lately? Have you reached a milestone in your business? People want to congratulate you and cheer you on, so tell them about it!

CAPTIONS THAT ENGAGE & SHARE - CONT'D

TALK ABOUT YOUR COMMUNITY INVOLVEMENT / ACTIVITIES

As a small business owner, it's important to show that we are supporting and giving back to our communities. If you participate in any charity events, volunteer activities or community-building efforts, share it with your audience.

SHOUT-OUT OTHER LOCAL BUSINESSES

Give shout-outs to other small businesses or local businesses that you love and interact with. It generates goodwill and shows that you are an active part of the business community. Be sure to tag them in the post so they see it. They might even return the favor!

SHARE THE BEST PIECE OF ADVICE YOU'VE EVER GOTTEN

Ask your audience what is the best piece of advice they've ever been given and then share yours. Maybe even share how it helped you or changed your life. This is a great way to encourage thoughtful comments and engagement.

DECLARE YOUR FAVORITES AND ASK FOR THEIRS

This is a fun, quick way to engage your audience. Tell them your favorite [fill in the blank] and ask them to weigh in or share theirs. This can cover anything and everything - from books to drinks to flowers. Have fun with this one and let your personality shine!

TODAY, I'M THINKING ABOUT...

What did you wake up thinking about this morning? Or what has been on your mind a lot lately? Share your thoughts and ask your audience what they've been thinking about or struggling with lately.



E3

ENTERTAIN & DELIGHT

The key to posting content that entertains and delights is to showcase your authentic self and your personality. This does not mean cat videos and memes - unless they relate to your business and are a big part of who you are!

You want to post things that "hook" your audience and get their attention. Stories, videos, quotes, and beautiful images or even "real life," behind the scenes and content that shows the messy side of business all have a place here.

The aim is to create a positive emotional connection or association between the audience and you and your business.

Think about your ideal customer or client. What makes them feel inspired or joyful? What is on their mind at this time of year? What are they struggling with or watching on Netflix?

The best content makes people *feel* something - happy, thoughtful, inspired, hopeful or curious.

10 CAPTIONS THAT ENTERTAIN & DELIGHT

01 **INSPIRATIONAL/MOTIVATIONAL QUOTES**

There's a reason you see so many motivational and inspirational quotes on social media - it's because people really like them and it makes them feel good! Choose quotes that are meaningful to you and that you can offer some comment on or connect to a personal story.

02 **DAILY HOLIDAYS**

There are dozens of "daily" holidays (like National Donut Day) that can be fun and entertaining to share on your social media, but don't go overboard. Pick the ones that naturally relate to you or your business. This is your chance to have a little fun!

03 **MAJOR HOLIDAYS/SEASONAL CELEBRATIONS**

Major holidays and changes in the seasons are also a chance to share heartfelt messages and connect with your audience. Go further than just saying "Happy Easter" or "Merry Christmas." Talk about what that holiday means to you or share a meaningful tradition.

04 **GO LIVE ON FACEBOOK OR INSTAGRAM**

Going live is one of the best way to connect directly with your customers. You can use this as a chance to teach them about your product, demonstrate a skill, or answer some user-submitted questions. Always let your audience know beforehand when you're going live!

05 **BEHIND THE SCENES**

People love to see "behind the curtain!" Show them a glimpse of a project coming soon or reveal the messy side of your business. It's authentic and relatable.

CAPTIONS THAT ENTERTAIN & DELIGHT - CONT'D

WORK-IN-PROGRESS VIDEO

One of the best types of videos to post is a time-lapse of a work-in-progress. Especially if it can show something transform from creation to completion. Watching someone paint a picture or arrange a flower display or organize a room is captivating content!

POST A PICTURE OF YOUR PET, PARTNER OR KIDS

People do business with people they know and like. So show your audience the things that matter most in your life! This could be your pet, partner or kids - or anything else that will give your audience a clearer picture of who you are.

BEFORE/AFTERS

Transformations work well on social media and bring your services to life. Post before/after shots to demonstrate the benefits of your products or services. For example: websites you redesigned, hair that you cut/colored, skin improvements, redecorated spaces, etc.

SOMETHING THAT MAKES YOU HAPPY

Sometimes, simple is best. Post about something small that makes you happy and could bring joy to your audience's day. It could be something like the first flowers of spring, a beautiful summer sunset, or your fuzzy warm socks.

RE-POST FROM YOUR AUDIENCE - UGC

UGC stands for user-generated content. If your audience is using your product or services and posts about it, re-post them and share it on your feed!



THANK YOU!

Thank you so much for downloading this guide. I hope you find it useful and can immediately put it into practice. If you have any questions, please don't hesitate to reach out!

xo,

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