

## **Introduction**

When making social media posts, stick to a few rules that will help fans engage and share your content:

1. Don't sell. Post something interesting or funny
2. General posts can be "our," "we," and use the business name
3. Direct or reply posts should always be in the first person, "I"
4. Share photos and details of products
5. Offer specials, contests, coupons
6. Reply back to users who respond to your post
7. Share a product list or entire menu

You should also stick the following rules when formatting posts:

1. Provide service to customers, answer questions
2. Include customers in your posts
3. Post a FAQ list with answers
4. Give users insights to something not usually seen
5. Post pictures of employees having fun
6. Use popular hashtags or make your own
7. Give incentives for sharing

With these rules in mind, we can build some templates that will work with a variety of niches, and even develop original content that will excite both business owners and customers.

**Note:** When having a celebrity promote the business, you want to make sure the business name is mentioned clearly, so you can use a screen shot of the post in future advertisements.

Below you'll find examples of social media post templates that you can use. They are broken up by Facebook and Twitter. In some cases, you can just copy & paste, and then customize them.

Don't be afraid to come up with some original content of your own. If you're struggling, just look up a popular page or user, and study how they write their posts. When in doubt, mimic what is working for other users and you'll find a good format.

## Facebook / Instagram

### Restaurant

Our amazing coffee is 100% Columbian, and comes from the Caldas region. Check out this beautiful picture... <link to picture of Caldas region>

Have you ever seen a Ribeye Steak this delicious? <picture of steak>

Check out my new online menu! Works great on mobile phones. <link to menu>

Jack & Jill enjoying the ribeye I told you about yesterday <customer photo>

I'm offering free desert for the first 10 people who share this photo.

Visiting <city/town> and loved the food at <business name>

### Fitness Centers

New treadmills going in today! <pic>

Thursday is Bring-A-Buddy Day. Your friend joins you for free, no strings.  
#Workout

Before / After of fitness results picture

Ever wanted to get in shape on a budget? Check out these fitness plans. <link to fitness plans on website>

### Nightlife

Thursday is lady's night! Ladies drink free till 10pm. <pic of ladies>

Did you know Joe's Bar has a private party room? Come check it out #tonight.  
Free drink included! <pic of colorful beverage>

Third-Wheel Meetup Night! Bring your single friends. Maybe they'll get lucky.  
#Dating

Watch the <sports team> game tonight on one of 11 big screens <pic of screens>

### Home Improvement

Is your roof old or is it gold? <pic of before/after roof work>

Did you know most carpet installs are finished in 3 hours? <pic of work being done>

Check out this video from our supplier. This is how hardwood floors are built.  
<link to video>

### **Retail Clothing Stores**

<store name> has some amazing styles! Look at this <pic of stylish clothing>

Anyone want to meet me at <store name> in town, state?

I might have to shop at <store name> more often. Visit them at <link>

I'm loving the selection at <business name> <link>

Give <businessname> some love, they know how to put together an outfit <pic of outfits or site link>

## **Twitter**

### **Restaurant**

Just tried the <dish name> at <business name> Check it out <link>

The staff at <business name> are incredible. Thank you! #customerservice

Celebrate <occasion> at <business name> their food is incredible

How do you cook steak? <owner name> at <biz name> knows #foodie

### **Fitness Centers**

The machines at <biz name> are all brand new, go check it out <link>

I fell in love with the staff at <biz name> <staff pic>

Create a new you by joining <biz name> today. #fitness <link>

So many choices at <biz name>. Look at this list of classes <link>

### **Nightlife**

Enjoyed a <type of drink> at <business name> today, what a great place!  
#greatbars

Loving the décor at <business name> <link to site>

Head over to <biz name> this weekend, I love the <feature> <link>

Sun, fun, and a cold drink. <store> is the place to be this #weekend

### **Home Improvement**

The guys over at <biz name> know how to <solve a problem>

When I need a new roof, I'm calling <business name> <link>

Nothing says summer like a new deck and outdoor lounge #backyard <link>

## *BONUS: Social Media Marketing Templates*

Call <biz name> now and get a <special> <telephone/site>

### **Retail Clothing Stores**

<store name> is offering some wild styles and specials <link>

Wish <employee name> a happy birthday on <day> at <store name> #friends

"It's all fun and games until someone loses an accessory. #Overheard at <storename>

The beautiful folks at <store name> offer a 20% special if you use #secretword "happy"