



You've set up your Facebook business page. Now what? Below is my complete guide to content post ideas for your business's Facebook page. Before making any final decisions about what to post, make sure you ask yourself:

Is this in line with my brand image?

Does this post do one of the following for my audience:

- Inspire?
- Engage?
- Educate?
- Entertain?

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## FACEBOOK CONTENT IDEAS

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### **Interactive Fun**

- Q&A
- Trivia
- Giveaway
- Fact or fiction
- Fill in the blanks
- 'Caption this' contest
- Ask fan opinions/to vote
- Ask for predictions on hot/trending topics related to your industry

### **Images**

- Comics
- Memes
- Quotes
- Throwback Thursday
- Behind the scenes at events or your office/workspace
- Photos of how your storefront/displays change through the season
- Products
  - Sneak-peeks of new product(s) lines, upcoming events
  - Repost fan photos/photos of people using your product and/or their results
  - Creative use of your product or a creative way to recycle it or its packaging
- Showcase an employee
  - Share their backstory

- Show their part of the process of bringing your product to life - 'A Day in the Life'
- **BONUS TIP:** Link your Instagram account to post directly to your Facebook page so all of your Instagram photos also appear on your Facebook page's timeline and encourage Facebook followers to pursue you on other social networks

#### Video

- GIF
- Testimonial
- Live video reaction to breaking industry news
- Interview an employee or complementary business owner
- **BONUS TIP:** Upload all video content natively to Facebook - recent algorithm changes mean videos shared on Facebook from other platforms, such as YouTube, won't be shown to as many people on Facebook as videos uploaded directly to Facebook
- **BONUS TIP:** Include captions - videos on Facebook start to play without the volume turned so include captions so that people can read what your video is about to decide if it's something they are interested in watching, volume on

#### Facebook Tools

- Write a note
- [Create a poll](#)
- Create an event
- Check-in at a location
- Create an offer
  - **BONUS TIP:** Schedule this post with an end time for a flash sale

#### Share

- Expert tip
- A video playlist
- Industry statistics
- A Pinterest board
- Make a prediction
- Blog post - old or new
- Promote your email list
- Breaking industry news
- Someone else's content
- Recommend a tool or resource
- Thank your customers and/or fans
- Show off an award/acknowledgement
- Inspire donations or random acts of kindness
- Holiday post
  - **BONUS TIP:** Share special holiday hours in a post
- Let them know where else they can find you (other social networks)