

# *Small Business Social Media Playbook*

**Five days worth of social  
media content ideas to  
promote your business during  
Stockton Small Business Week!**



## *Introduce Your Business*

Introducing your business helps create awareness among your audience and establish a connection with potential customers. By sharing more about yourself and your business, you can show what sets your business apart, pique curiosity and generate interest in what your offerings

.

### **WAYS TO INTRODUCE YOUR BUSINESS**

- Post a photo or video introducing your business to your followers.
- Share a brief story about how your business started and what sets it apart.
- Encourage followers to engage by asking them to share their favorite product or service that you offer.

### **PHOTO/VIDEO IDEAS**

- Photos or videos of your storefront or office space.
- Behind-the-scenes shots of your team preparing products or providing services.
- Images of your products or samples of your work.

### **DAY 1 TIP: BE AUTHENTIC**

- Stay authentic! Stay true to your brand voice and values in all your social media interactions. Authenticity resonates with audiences and helps build trust and loyalty over time.



# *Day 1: Introduce your Business*

## **Post Example**



**Hi, friends! This is (Your Name), the owner of (Business Name). It's Stockton Small Business Week so I wanted to introduce myself and tell you more about my Stockton small business!**

**I opened this business (blank) years ago and love it because I get to do what I love- (fill in the blank)! We offer a wide range of great services/products like (blank), (blank), or my favorite (blank).**

**You can support my small business during Stockton Small Business Week by leaving a comment and letting new customers know your favorite (item/service) at our shop. Happy Stockton Small Business Week!  **

**#StocktonSmallBusinessWeek #StocktonCA #ShopLocal**

# *Behind-the-Scenes*

Showing behind-the-scenes content humanizes your brand and builds trust with your audience. It offers transparency and authenticity, allowing customers to see the people and processes behind the products or services they love. This fosters a sense of connection and loyalty, as customers feel like they're part of your journey.

## **BEHIND THE SCENE IDEAS**

- Take your followers behind the scenes and show them how your products are made.
- Share photos or videos of your team at work, the production process, or a sneak peek of upcoming projects.
- Use Instagram Stories or Facebook Live to give a real-time glimpse into your business operations.

## **PHOTO/VIDEO IDEAS**

- Candid photos of your team working together.
- Time-lapse videos of your production process.
- Sneak peeks of upcoming projects or new product launches.

## **DAY 2 TIP: USE HASHTAGS**

#UseHashtagsStrategically! Hashtags help users find your content. Use relevant hashtags to increase your posts visibility and reach a wider audience. Create branded hashtags to foster community engagement, like #StocktonSmallBusinessWeek.

# *Day 2: Behind-the-Scenes*

## **Post Example**



**Ever wondered what goes on behind the scenes at [Business Name]? Today, we're giving you an exclusive look at our team hard at work! From brainstorming sessions to creative chaos, taste testing for the perfect meal this is where the magic happens. Check out our Instagram Stories for a sneak peek!**

**#StocktonSmallBusinessWeek #StocktonCA #ShopLocal  
#BehindTheScenes #TeamWorkDreamWork**

## *Customer Spotlight*

Highlighting your customers not only shows appreciation for their support but also serves as social proof for your business. When potential customers see real people enjoying your products or services, they're more likely to trust your brand and consider making a purchase themselves. Customer spotlights also encourage engagement and interaction with your audience.

### **CUSTOMER SPOTLIGHT IDEAS**

- Highlight one of your loyal customers or clients.
- Share their story, how they use your product or service, and why they love it.
- Tag the customer in your post and encourage them to share it with their own followers.

### **PHOTO/VIDEO IDEAS**

- Photos or videos of the featured customer using your product or service.
- Testimonials from satisfied customers (either written or in video format).
- Collages or slideshows showcasing multiple happy customers.

### **DAY 3 TIP: ENGAGE WITH FOLLOWERS**

Actively engage with your followers by responding to comments, messages, and mentions. Ask questions, run polls, and host Q&A sessions to spark conversations and build relationships.

# Day 3: Customer Spotlight

## Post Example



**Today, we're shining the spotlight on one of our amazing customer, [Customer's Name]! They've been with us since day one, and we're so grateful for their support. (Customer Name) has been with us for years and always has story/joke to put a smile on our faces. We love having (Customer Name) as part of the (Business Name) family!**



#StocktonSmallBusinessWeek #StocktonCA #ShopLocal  
#CustomerAppreciation #SmallBizLove

## *Industry Tips & Advice*

Sharing industry tips and advice positions your business as a knowledgeable authority in your field. By providing valuable insights and practical advice, you demonstrate your expertise and build credibility with your audience. This fosters trust and loyalty, as customers look to your business as a reliable source of information and guidance.

### **IDEAS FOR SHARING TIPS & ADVICE**

- Share valuable tips, advice, or insights related to your industry.
- Offer helpful information that your followers can benefit from.
- Encourage engagement by asking followers to share their own tips or experiences.

### **PHOTO/VIDEO IDEAS**

- Infographics or graphics with helpful tips or statistics related to your industry.
- Behind-the-scenes videos of you demonstrating a technique or sharing expert insights.
- Photos or videos of you speaking at industry events or conferences.

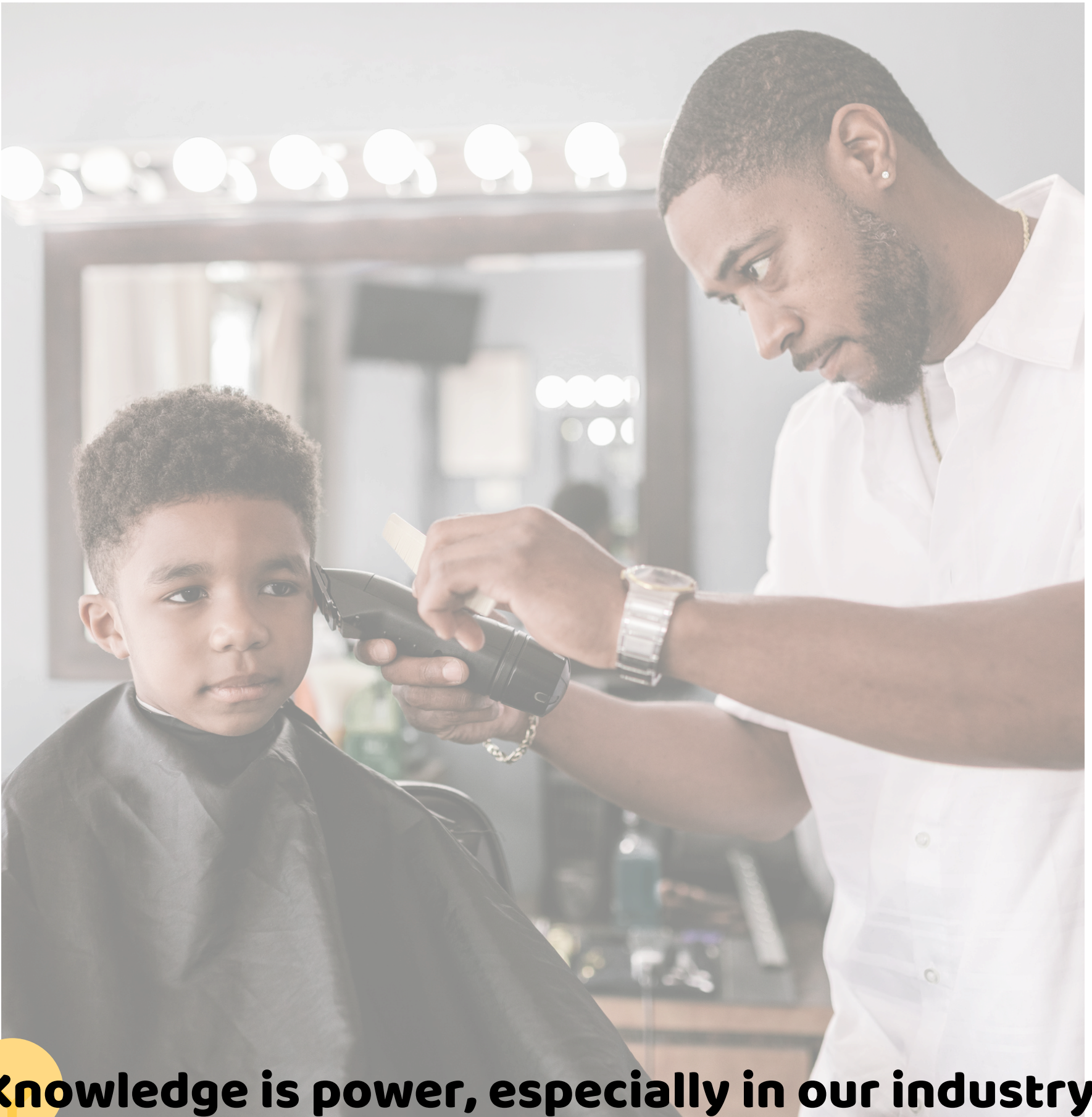
### **DAY 4 TIP: BE CONSISTENT**

Consistency is key. Post regularly and maintain a consistent presence on social media to keep your audience engaged and interested.



## *Day 4: Tips & Advice*

### **Post Example**



**Knowledge is power, especially in our industry! Today, we're sharing our top [number] tips for the perfect [industry-related topic]. Whether you're a seasoned pro or just starting out, there's something here for everyone. Have a tip of your own? Share it in the comments below!**

**#StocktonSmallBusinessWeek #StocktonCA #ShopLocal  
#IndustryInsights #ExpertAdvice**

## *Promotion or Offer*

Promotions and offers incentivize customers to take action and make a purchase. By providing special discounts, deals, or incentives, you create a sense of urgency and encourage customers to buy now rather than later. This helps drive sales, increase revenue, and attract new customers while rewarding existing ones for their loyalty.

### **PROMOTION IDEAS**

- Promote a special offer, discount, or promotion for your followers.
- Create a sense of urgency by including a limited-time offer or exclusive deal.
- Encourage followers to take action by providing a clear call-to-action (CTA) and a link to your website or store.

### **PHOTO/VIDEO IDEAS**

- Eye-catching graphics announcing your promotion or deal.
- Photos or videos showcasing the products or services included in the offer.
- Before-and-after images (if applicable) to demonstrate the benefits of your promotion.

### **DAY 5 TIP: COLLABORATE**

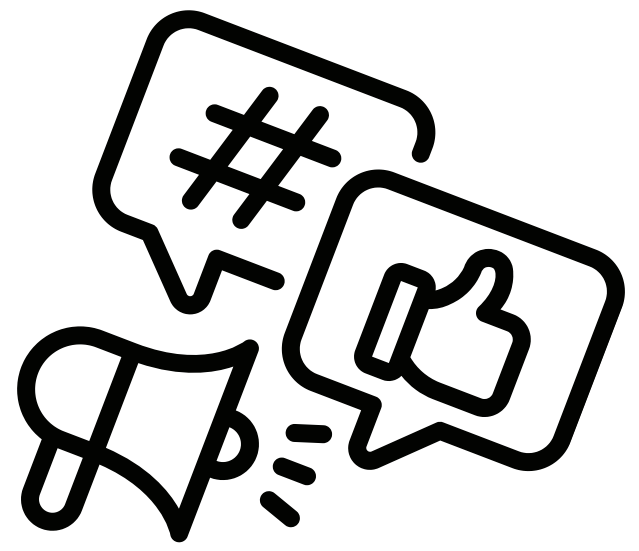
Collaborate with other businesses! Explore opportunities for collaboration with complementary businesses in your industry. Partnering with others can help expand your reach and attract new followers and customers.

# Day 5: Promotion or Offer Post Example



**Calling all [Your Target Audience]! We've got a special treat just for you. For a limited time only, enjoy [Discount/Deal] on all [Product/Service]. It's our little way of saying thank you for supporting our small business. Hurry, this offer won't last long! Shop now at [Link].**

#StocktonSmallBusinessWeek #StocktonCA #ShopLocal  
#SpecialOffer



*Happy Posting!*

**Remember to tag  
@StocktonSmallBusinessWeek  
and use the hashtag  
#StocktonSmallBusinessWeek  
so we can share your business!**

