

# 15 super engaging

# facebook

post ideas!

greycard  
creative

**Running out of smart ideas for your social media feed? Look no further than our top 15 ideas for super engaging Facebook posts! Create interesting, customer grabbing content, that you can vary again and again to make sure your feed is full of fabulous posts. Hook those customers and make your social media easier to manage.**

## Tell us a story...

1 Who are you and why do you do what you do? Customers love to know more about you, and the reason you started your business. Tell them who, how and why.

## Behind the Scenes...

2 Show your customers how you do what you do. We're not expecting you to give away all your best kept secrets, but show them your process, the creating behind the product.

## Show yourself...

3 It's a scary thing getting your face on camera, but these days it's necessary. Customers want to trust the people they buy from, so showing them you're a real person will emphasise that trust and encourage them to buy.

## Be Original...

4 No one wants to see a business page full of shared and irrelevant content. Make sure what you're posting is interesting to your target market, original and well produced. Fill their feeds with great images, good copy and something to catch their attention.

## Ask a question...

5 People love to be asked their opinion, and potential customers are no different. Thinking of a new product variation? Ask their opinion. Want to know which colour they prefer? Ask them! If you like, you can add a poll to your post, who doesn't love a poll!

## Go live!

6 Video is so big on social media right now, and going live will not only give your readers something new to look at, but it will help with Facebook's habit of picking who they'll show first. Put your brave pants on and go live on your page!

## Choose your moment...

7 Timing can be everything in terms of reaching your target audience. When are your potential customers on social media? Are they using it at work, or are they evening sofa browsers? Experiment with timings and watch what happens to your engagement.

## What does it do?

8 Show your product or service in use. Do you need a video to explain how it works, or would a fabulous mockup or model image make the cut? Show your product being loved, used and wanted, and your customers will want it too!



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## 9 Your workspace...

Where do you work? At a desk, on the kitchen table, in a studio... Show your readers your workspace. It might be everyday to you, but it's interesting to them. Be it a photo or a video tour, it's a great way to give them an insight into your world.

## 10 Inspire them...

You do need to show your product or service, and the ultimate aim is to sell, but relating to your customers will show them that you're on their wavelength and build trust. Sharing a quote or inspirational image that is relevant to them is a great way to connect on a similar level. Make sure you credit the original author.

## 11 Build your brand...

Whatever you share, remember to stay on brand. Your posts should be completely recognisable as being from you, no matter what the content is. Try and stick to brand colours, use branded frames, watermark with your logo, or use your brand typefaces, anything to be recognisable.

## 12 Update your cover...

It's not just your news feed you need to update. Remember to update your cover image regularly to keep your page fresh and interesting. Create several versions and rotate them depending on season, or what promotions or new products and services you're offering.

## 13 Drive traffic...

Social media is a great tool for driving traffic to your website or online selling platform, but don't get caught out. Facebook sometimes won't show a post with an external link in as much as an image or video, so try posting your links in the comments when driving traffic to your shop.

## 14 Get to know them...

Get to know your customers! Ask them what they like, dislike, what they buy, don't buy, how, where, when and why! Social media is a massive, ready made, market research tool. You have access to thousands of people at your finger tips, so use it wisely! Ask their opinions, what they love and use it to your advantage. Try telling them what you like/dislike first and encourage interaction on your posts.

## 15 Be consistent...

You can't post three times one day, then disappear for a week and expect your readers to keep showing up. Be consistent, set a realistic target for the number of times you post and when, and do it as a matter of habit. Your readers will soon know when to expect new content from you and you'll stay on their radar.

So there you have it, 15 fabulous ideas to keep your Facebook feed buzzing. Need some more inspiration? Check out our range of business, social media and branding coaching materials in our website shop! Get your business on it's feet and running with our series of guides to branding, social media, and much more. [www.greycardcreative.co.uk](http://www.greycardcreative.co.uk)