

Instagram Content Guide

June	Post Type	Media	Post Copy	Link		
1	Behind The Scenes - Here is my office	Short video	Hey, just redesigned my desk layout so I can work more efficiently. Here is what I did and why. If you have any questions or suggestions, please let me know!	Website		
2	User-generated post share	user-content	We'd like to thank @(username) for posting this great pic with our (product). If you share any, make sure to tag us and who know, maybe you'll end up here! Show some love for this awesome share!	Product page		
3	Inspirational quote (that aligns with your company brand)	Meme with quote	Words we live by.			
4	Helpful tips and tricks that relate to your business.	Image or Info-graphic of tip	Having a bbq? Try serving condiments in a muffin tin to make life easier! And don't forget to pick up our Smokey Carolina BBQ Sauce to keep everyone happy.	Product page		
5	Best selling product	Product photo	(Client review) - Now with free shipping. To learn more about how people use (product) visit:	Product page		
6	Funny Meme that relates to your business	Meme	We saw this and couldn't stop laughing - hope it makes you smile today too.			
7	Trending Reel	Video	Here's my take on (trend). I want to see yours so make sure to tag us!			
8	Give Away Post	Product photo w/Info	Announcing our (product) Giveaway! Comment below and tag one friend who would love this. A winner will be chosen at random on (date) and you and your friend may both win!	Product page		
9	Game Challenge related to your business	Word find	How much do you know about (subject)? There are ten words hidden in this word find. Screen shot it, find them and then share it in a story and tag us so we can see how well you did!			
10	Giveaway Post Winner Announcement	Product photo/contest winner	Congratulations to @ and @ for winning our recent contest! And thank you to everyone who participated. We will definitely do this again sometime so be sure to like and follow!	Product page		

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11	Discount Coupon or Code	Product group shot with discount info	July will be upon us before you know it. Here is a discount code to get our Smokey Carolina BBQ Sauce for your 4th of July cookout! Offer ends in 3 days, so don't miss out!	Product discount page		
12	Introducing Founder or Staff Member	Image of feature at work.	(Interesting facts about person and how they serve clients.)	About page		
13	Customer Testimonial	Image of customer or printed testimonial.	So grateful to @ for sharing her experience with our (product/ company). If you've received a recent purchase, please don't forget to fill out our reviews form!	Reviews Form		
14	Store walk-through	Short video of physical store or online store walk-through	Welcome to the shop! Here's a quick look at what is new!	Website link		
15	Product in use	Short video or reel	(A value giving pitch - not a hard sell.)	Product page		
16	Share your social cause	Graphic or image depicting cause/cause logo	(Share a cause your brand believes in and what you do to help.)	Learn more about page. (Blog post or article...)		
17	FAQ's	Reel (Answering most FAQ's - make it fun and helpful.)	Just a few of the questions we get most often! Did we miss yours? If so, comment below or email us and we'll respond right away!	FAQ page		
18	Story of your brand	Reel (Answering most FAQ's - make it fun and helpful.)	(Share the story and why you started your business. Talk about your passion and reveal a bit about your future plans.)	About page		
19	Informative post	Photo or graphic related to topic	(Solve a problem related to your niche. It gives your business a reputation of being a valuable follow.)			
20	Process video	Reel	Did you know we make our own BBQ sauce, right here in South Carolina? Here is a look at the sweet, natural goodness that goes into every jar!	Product page		
21	Clever idea	Photo or Reel	Everybody loves our Raspberry Wine, but did you know if you use our wine instead of water in a brownie mix you get delicious raspberry brownies? Try it and see!	Product page		
22	Feature post	Screen shot or camera shot	We were just featured in a (blog post, podcast, newspaper, magazine.) Check it out at:	Link to feature		
23	How To	Photo of subject	(A trick of the trade that benefits your followers.)	Link to blog post on subject.		

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24	New Product Introduction (Note: You can also feature teasers leading up to the release, adding more content to your social schedule.)	Product Photo or Video	It is finally here! Announcing the release of our brand new Texas-style BBQ Baked Beans!	Product page		
25	Routine (i.e. - Morning/Work Day/etc.)	Photo of subject	Have trouble getting started in the morning? So did I until I started using a real alarm clock instead of my phone! Now instead of scrolling through emails or checking social media because my phone is in my hand, I get out of bed and get my day started!			
26	Inspiration	Photo or video	With our blue sonic scarf as an accessory, you can create 22 different looks! Can you come up with anything we may have missed?	Product page		
27	Why Customer Service Is So Important To Us	Staff Photo	(Explain ...)			
28	What I'm Reading ...	Photo of you reading	I love (business/mindset/fiction/etc.) books. Currently I'm reading "... " - absolutely loving it and highly recommend - BUT - what should I read next? What are you reading?			
29	Behind The Scenes Look At Our Business	BTS - Image or collage	(Talk about your business to share what you do and why you do it.)			
30	Feature your best selling product and share how it helps people.	Product photo	(Share the story and include a customer quote or two.)	Product page		
	BONUS IDEAS					
	What to expect when you buy from us ...					
	#1 Piece of advice ... or ... best advice I've ever gotten.					
	The history of our business					
	3 Things you didn't know about us ...					
	A hard lesson learned while building your business.					