



30 DAYS OF FIRST CLASS CONTENT IDEAS

FOR SMALL BUSINESS

COMPASSCOPYWRITING

30 DAYS OF INSTAGRAM CONTENT

staff profile	share a tip related to your industry	answer a FAQ	share a boomerang or a video	share your brand values	post behind the scenes content
share a customer testimonial	share why you started your business	share a seasonal reminder (i.e. order by x for Xmas)	share a positive customer story	share a promotion you're running	share a quick tip
share a new product / piece of equipment	post pictures of you on the job	share an insight into your daily routine	your favourite business resource	business lesson you've learned	share something that makes you stand out from competitors
time lapse of you completing a job / task	share a product / service you offer	educate customers on a topic in your field	remind customers on how to get in touch	promote the areas you service	announce a new product / service
share a funny work related story	share a quote	ask your followers a question	share fun facts about yourself	share something you enjoy when you're not working	share another local business you frequent
run a poll to get to know your audience	share why you are passionate about your industry	share how you learnt your skill / trade	share a product / service you do very well	fill in the blank statement	share a funny image

