



A SIMPLY BUSINESS GUIDE

Facebook Post Templates



How to Use:

This collection of templates is designed to provide the guidance you need to create content for your business's Facebook page.

To use a template, copy and paste the text into a new Microsoft Word document (or a new post on Facebook), then add the specifics of your business while deleting any word, phrase, or punctuation that doesn't work for you. When you're done, double-check your post to ensure it will make sense when you publish it on Facebook. Additionally, make sure

the example business names have been replaced with your own.

These templates are meant to provide you with the jumping-off point you need to start bringing in customers through your Facebook page. Keep in mind, these posts can't guarantee you more business or success. However, these post templates are formulated by our social media experts, so they can help give you the know-how you need to set up a thriving Facebook business page.

1



Copy & Paste

2



Edit

3



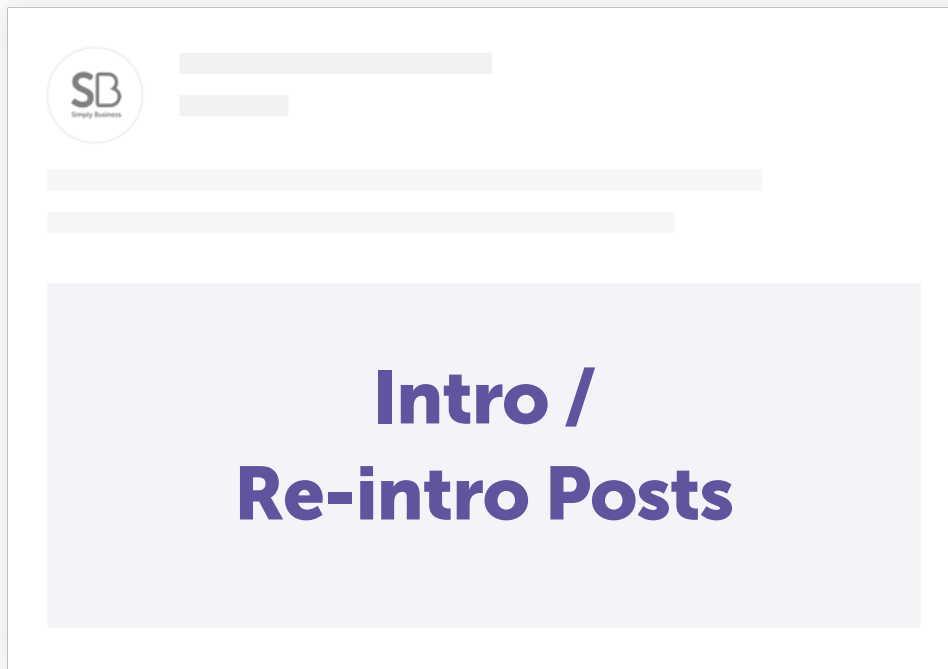
Check

4



Post!

Ready? Let's get started!



You have just one chance to make a good first impression with a customer. You will find that you need to re-introduce your business multiple times, as you constantly draw in new people from the Facebook platform. Providing the correct information with your introduction is crucial. The intro post will help you stand out in the right way.

Here are a few tips for posting your intro:

- As you continue to gain new followers, it's smart to re-introduce yourself, so consider reposting the intro every month.
- Don't overly post this; if you want to ensure that someone can see the post, temporarily pin the post at the top of your Facebook Business page.
- Mix up the language slightly when you repost it monthly, such as changing it from "Welcome!" to "I'm a contractor offering home improvement services in the Tampa Bay area." Subtle variations will help you from being repetitive.
- Pick different images to use interchangeably each time you re-create the introduction.
- Some of this info will be similar to your "about me" section, and that's OK; sometimes people may want to scroll through your post feed and won't even look at your bio.

Here are a few template examples you can use to get to know your customers:



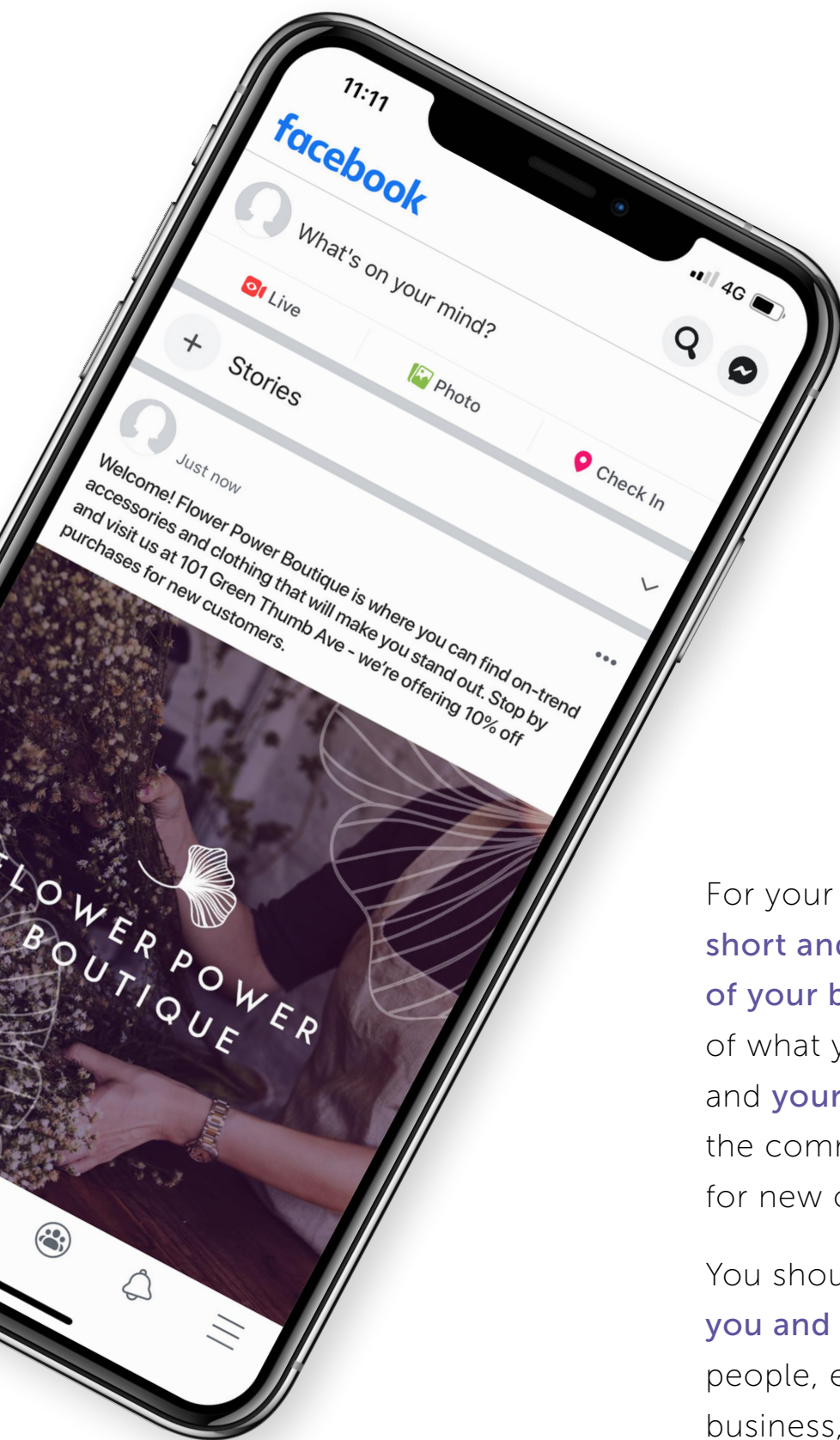
Welcome! **Flower Power Boutique** is where you can find on-trend accessories and clothing that will make you stand out. Stop by and visit us at **[insert address]** - we're offering **10% off purchases** for new customers!



The folks over at **Milton's Lawncare** are happy to meet you! Offering **the best of Seattle's lawn services**, we'll help you transform your yard and create a healthy environment year-round. Give us a call at **[insert phone number]** or email us at **[insert email address]** for a quote today.

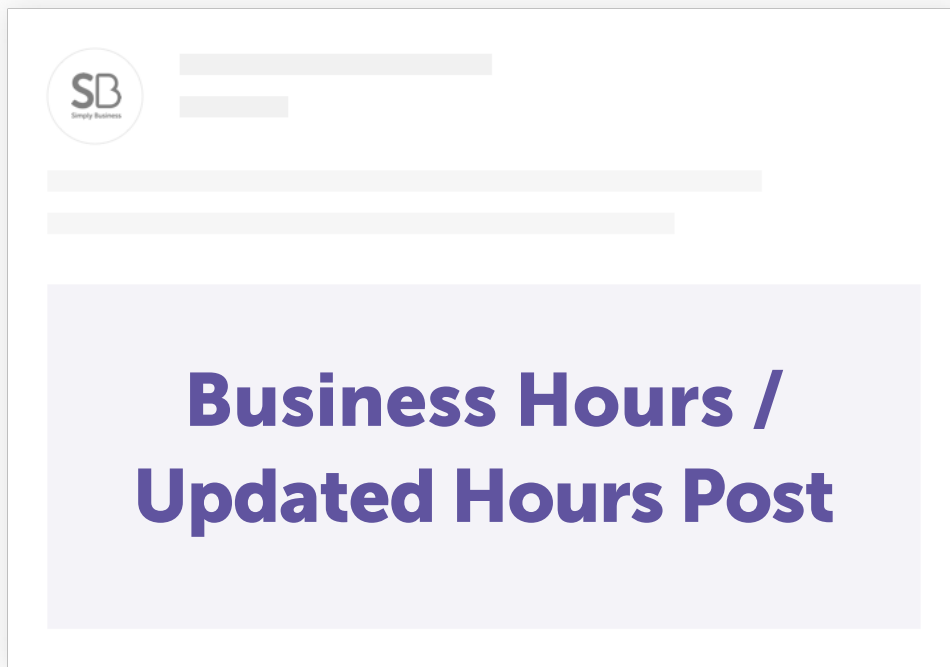


Thanks for checking out **Lisa Lancaster Photography**. I have over **20+ years** of capturing special moments such as weddings, family reunions, and corporate celebrations. Feel free to private message me or send me an email with any inquiries. I'm looking forward to photographing your next special event!



For your introductory post, keep it **short and sweet**. Share the **name of your business**, a **brief description** of what you're offering, and **your location**. If you're new to the community, **offer a discount** for new customers.

You should include an **image of you and your business**. Photos of people, especially the owner of the business, always helps to **increase and drive engagement**.



One of the most frequently asked questions from customers (and followers) is a business's hours of operation. If you run a seasonal organization or need to update your hours for holidays, it's important to keep customers informed in advance.

If you live in an area susceptible to blizzards, hurricanes, or other natural disasters (or just big storms), you also need to provide business hour updates with your customers.

A lack of communication with business hours can result in a lack of trust, which is what you need to avoid as a small business owner.

Here are a few templates you can use to update your business hours:



Happy holidays! Since we know how stressful the holiday season can be, we've extended our hours to **9pm**.



In celebration of **[insert holiday]**, we will be closing at **[insert time]**. We hope you enjoy the day with your family - we'll see you on **[insert day you'll be open]!**



Happy **Summertime!** We're back to our regular weekly hours of **[insert times/days]**. Hope to see you soon!

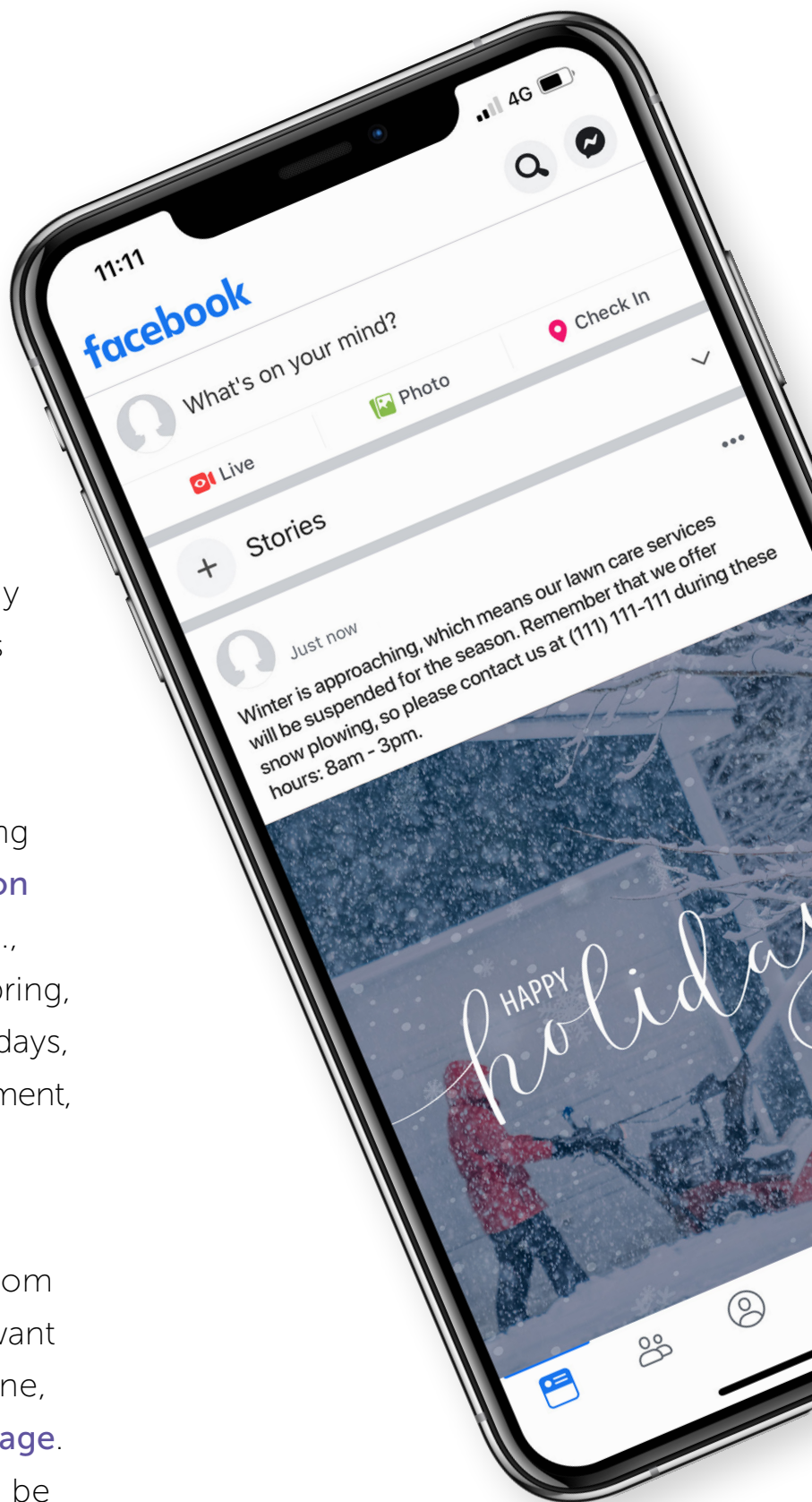


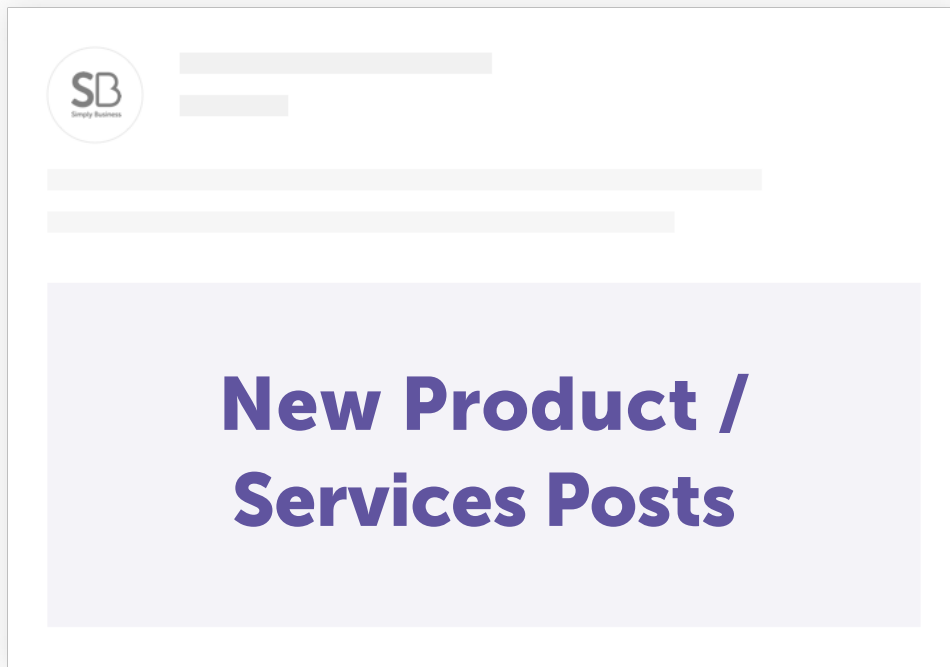
Winter is approaching, which means our lawn care services will be suspended for the season. Remember that we offer **snow plowing**, so please contact us at **[insert phone number]** during these hours: **[insert winter schedule hours]**

For communicating your holiday hours and/or modified business hours, keep your posts **short**, **on-brand**, and **simple**.

You also should consider selecting an image that **matches the reason you're updating your hours**, e.g., snow for the winter, tulips for spring, Christmas tree for the winter holidays, etc. If it's a regular schedule adjustment, your image should **reflect your business and trade**.

You can get free stock photos from sites such as [Canva.com](https://www.canva.com). If you want to take your own photo, that's fine, but be sure it's a **high-quality image**. For Facebook, all images should be **square-sized**.





The main reason to create a Facebook business page is to reach multitudes of people online. This means you have to frequently share what you're offering. How often you make a new product or service post depends on how often you bring something new to your business. You'll also need to follow up with other posts that are more descriptive.

This section is broken into two sections: first is the teaser/initial new product or service post, and the second section offers how to follow up with more details to keep your followers engaged with your brand.

What and how often you share depends on your trade, e.g., someone in retail would share new products more frequently than an accountant. Just consider your product catalog or service menu, and if there isn't enough to post "new" items on a weekly basis, focus on sharing inside looks of your business in motion.

To determine when and how often to post, test your content with your followers. Try posting on different days and at different times over a specific time period. Notice what day(s) and time(s) get the most engagement, which will help you know when to post.

Section 1

Post templates for a new product or service

1



This just in! We'll now be offering **[insert new product type or service]**. For more information on pricing, check our website **[insert a shortened link to website]**.

2



UPDATE: We're now offering **[insert type of product or service]**!

3



Looking for a landscape refresh? Stay tuned for our new **[insert service]** coming next week! **[Or provide a specific date.]**

Section 2

Post templates for new product / service announcement follow-ups

Note: When you write the follow-up, you should specifically tease out more information on the product. Say you're a hair stylist offering a new line of hair dye. After introducing the product, you could follow up with a post like this:



Check out this blue ombre on master stylist Emilie. Head into spring with a new color!
[Include an image of the stylist's hair.]

Depending on the product or service, you can add more detail and highlight qualities you believe are a selling point.



Jonathan is loving his new patio furniture! He purchased a lounge set from our new collection by Pepe Design Co., available in black, blue, or orange.

Section 2

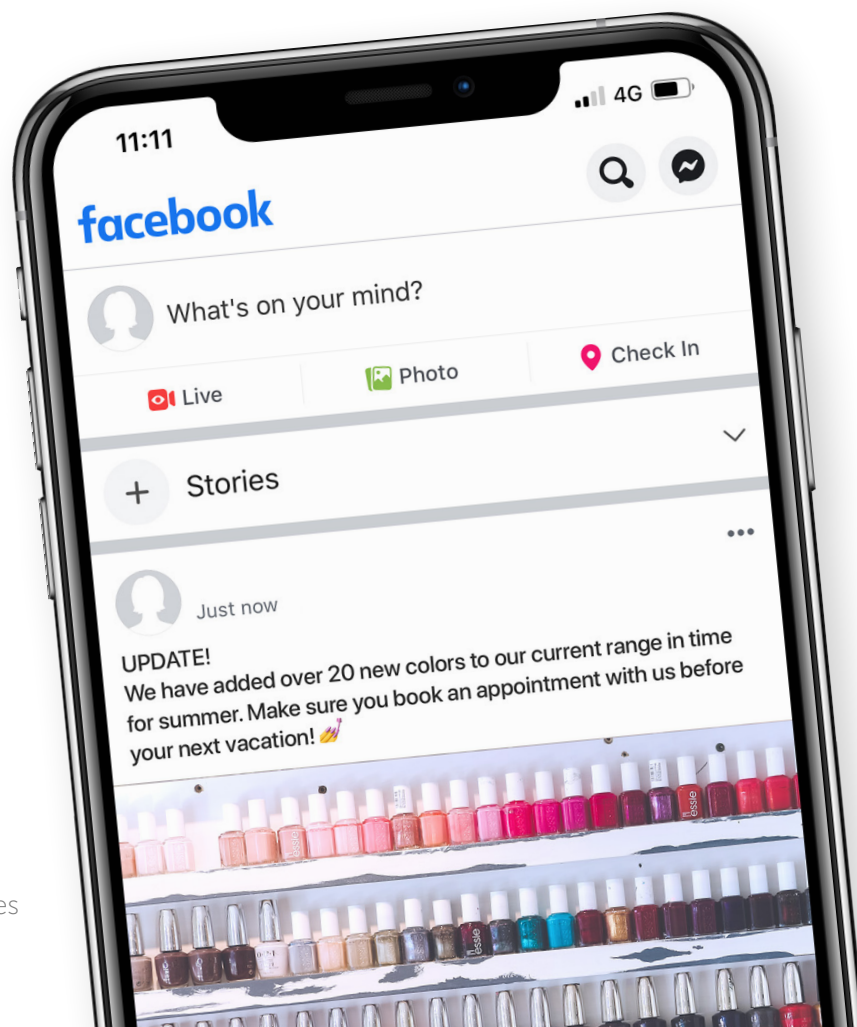
Post templates for new product / service announcement follow-ups

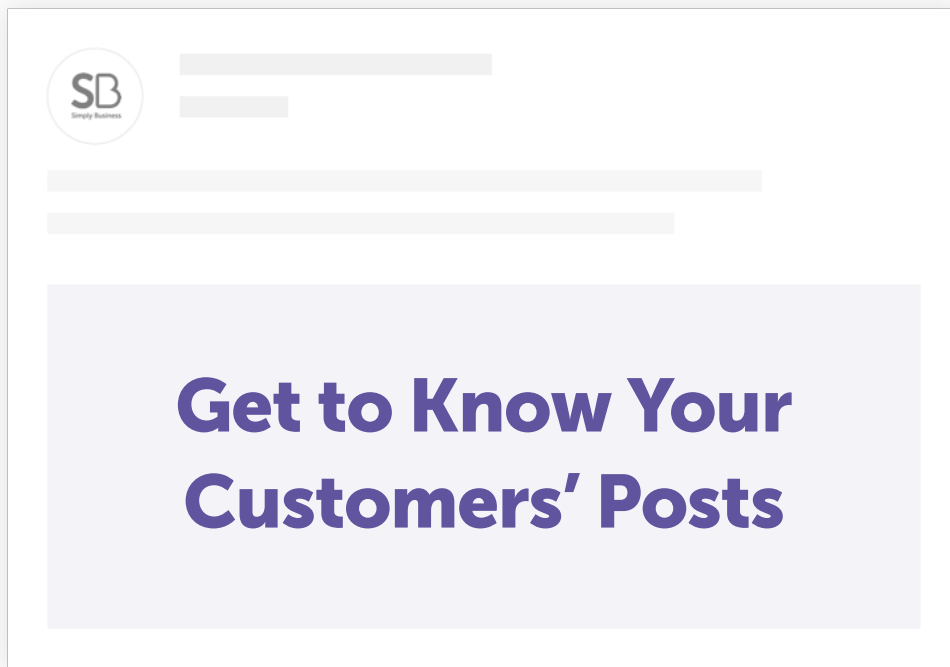
With your customer's permission, you could also post an image of them using your new product or service, with the following caption:



What's better than a lush lawn in spring? With our new line of fertilizer, your grass can be greener too. Thanks for sharing this picture, Tom!

[This template would have a picture from a client, using it with their permission.]





If you want to attract more followers (and customers), you'll need to supply content that gets them excited or interested in engaging with you. Facebook is a great marketing tool that can be used to research your customers. By positively interacting with them, you may get feedback that you can use to tailor your business to their needs (when appropriate).

This is also an opportunity to show a "human" side to your business. That means you don't share content that sounds robotic or from a huge corporation.

Here are a few template examples you can use to get to know your customers:

1



For Beauticians:

"Beautiful manicure in the making.
What's your go-to polish?"

2



For Personal Trainers:

"Look at this beautiful view from my Sunday morning run. Are you an early riser for running (or exercising)?"

3



For Handymen:

"Just finished renovating this office space, just by changing the paint color. What's your color of choice?"

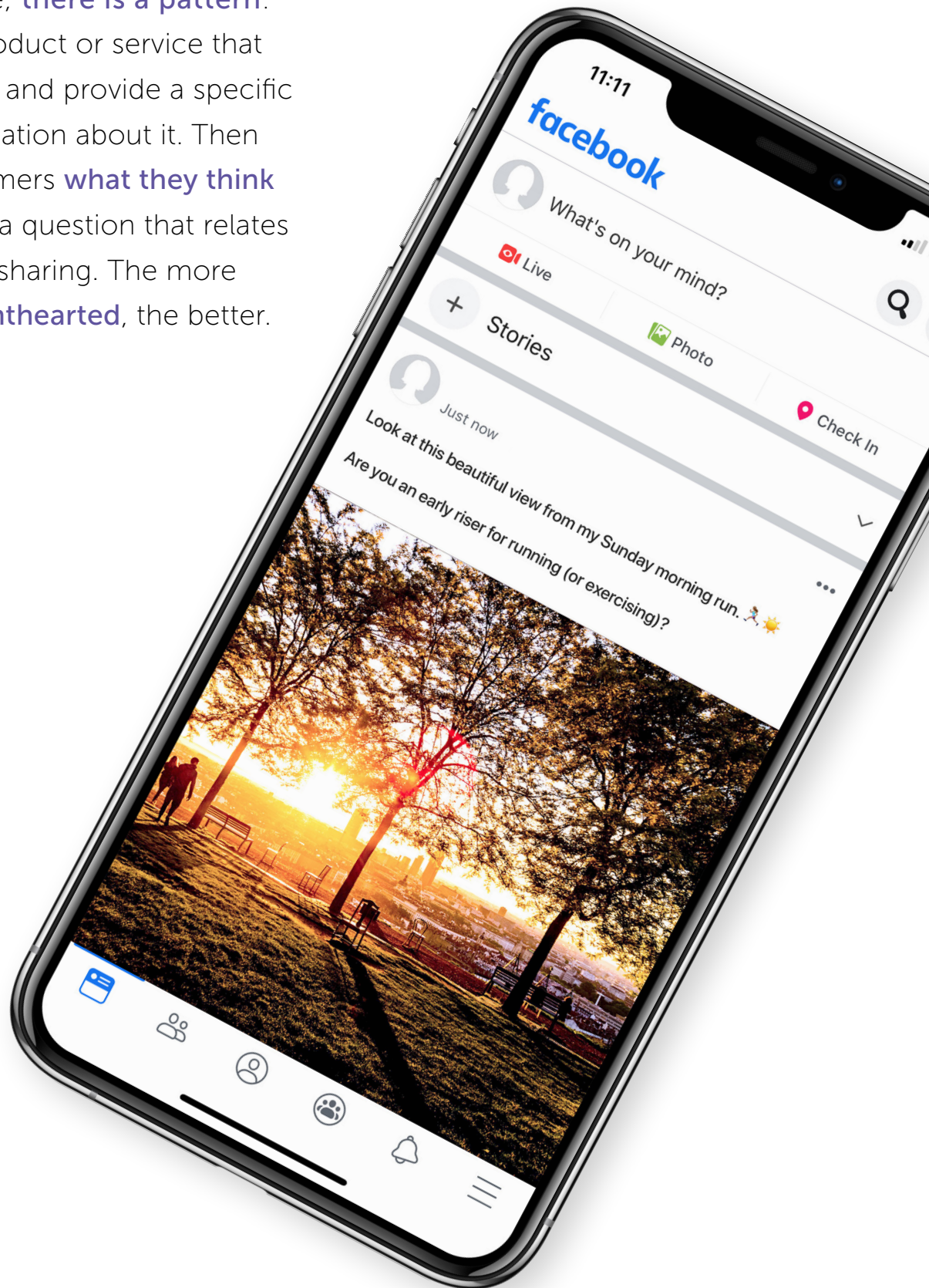
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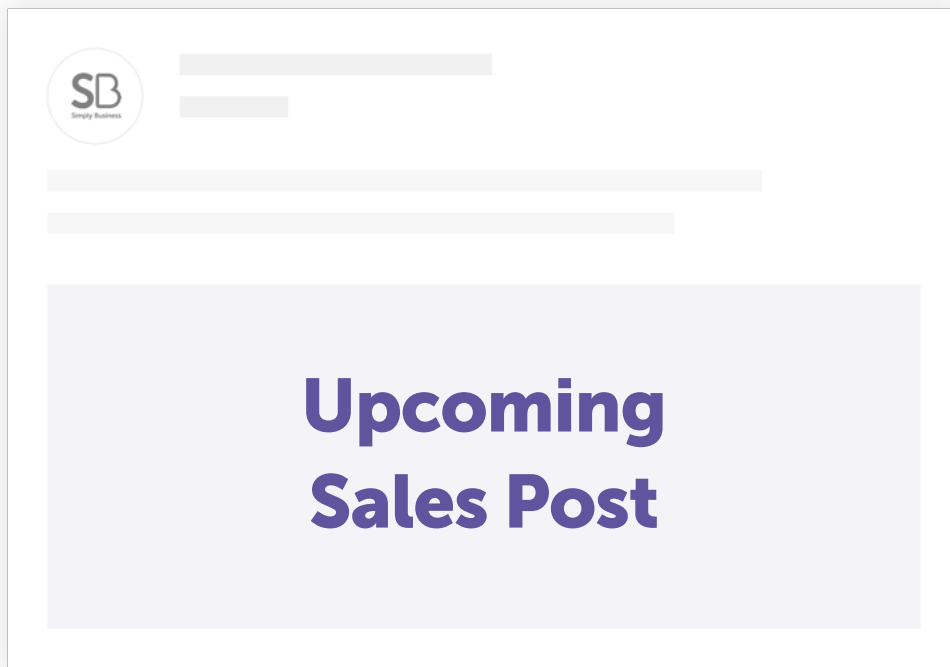


For Architects:

"Drawing the blueprint for this building. Can you guess what we're building?"

As you can see, **there is a pattern**: Capture the product or service that you're offering, and provide a specific piece of information about it. Then ask your customers **what they think about it** or ask a question that relates to what you're sharing. The more **playful** and **lighthearted**, the better.





Last, but not least, the “upcoming sale” post offers an opportunity to incentivize customers to invest in your business. Whether it’s for a grand opening party, a holiday promotion, or a seasonal treat to your email subscribers, this post template will come in handy.

Here are a few template examples you can use to get to know your customers:



As a “thank you” to all of our amazing customers, we’re offering 20% off all **[insert type of service or product]**.



For a limited time, we’ll be offering 30% off **[insert type of product or service]**. Offer ends **[insert time frame]**, so be sure to stop by **[or call, depending on your type of business]** before then!



While you’re spring cleaning your house, we’ll spruce up your yard at **10% off**. Call us today to book your next landscaping service!



Loved how we cleaned your gutters? Refer a friend and get **20% off your next service with us**.

You're ready to go!

By integrating these templates into your Facebook Business page's content map, you should see your follower count and engagement start to improve. Don't be discouraged by a slow start; all thriving businesses started small with their FB page. It's important to be consistent with your posts -- consistency indicates to your followers that it's worth their time to keep following your page.

As you get your FB page up and running, you'll want to ensure you have all the tools you need to succeed, such as small business insurance. While promoting your brand, it's wise to cover your tracks

and protect your business with policies needed for your specific trade. Plus, as your business grows, you'll want insurance that keeps up with you!

When you're ready, Simply Business can help you find the best policies for your small business. Head over to SimplyBusiness.com to get insurance quotes within minutes. While you're there, check out more great small business advice on our blog [Simply U](#). We also have a [Facebook community](#) that you can join and connect with other small business owners like you.

About Simply Business

Simply Business helps you get the best small business insurance coverage online by finding quotes for you from the industry's leading insurance providers. For more information, check out [SimplyBusiness.com](https://www.simplybusiness.com)

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