

75 Story Ideas for your Business

Here's 75 Story ideas to get you posting Stories more regularly without running out of ideas! Try and post every day if you can!

1. Showcase your product/s or service/s
2. Talk about your brand - introduce who you, what you do and why you do it
3. Talk about the problems your typical customer faces and how you solve them
4. Tell people how to take the next step with you - how do they get in touch
5. Introduce a new product or service
6. Create short video of you talking about your (new) product or service
7. Create a countdown to a new launch
8. Tease something 'new' is coming
9. Create some 'sneak peek' Stories
10. Talk about an upcoming event or Live
11. Share any news for your business
12. Include a link sticker to your sales page
13. Announce a sale or special offer
14. Introduce a team member - they could do a whole Story takeover
15. Share a grid post or Reel you've posted...and then create a Story talking about it
16. Show where you work
17. If you are working in a new location, show it off
18. If you are working with a new colleague or collaborator, show them off!
19. Video packaging up an order or sending off an intro email to your service
20. Document a day in the life of you!
21. Share your plan or checklist for the day ahead
22. Share your office playlist
23. Talk about life as a business owner and what tools you can't live without
24. Reveal a secret about your business
25. Share the best piece of advice you've ever been given
26. Talk about common ground that both you and your customers find problematic
27. Talk about your solution for 14!
28. Provide a top tip
29. Create a short video how to
30. Share a testimonial from a happy customer
31. Share some positive results (stats, before/after images etc.)
32. Share a real life story of a challenge your client faced and how you solved it
33. Share an inspiring/humorous quote that would appeal to your target customer
34. Share an inspiring/humorous GIF that would appeal to your target customer
35. Share relevant industry news that your customer would be interested in
36. Create a poll
37. Share the results of the poll
38. Run a 'this or that' feature (i.e. do you prefer this or that)
39. Ask a question using the question sticker
40. Run an 'ask me anything' feature

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41. Create a quiz with interactions
42. Answer FAQ about your product or service
43. Generate market research by asking questions about your products/services
44. Create a list i.e. the top 3 problems you solved for your customer, the seven best ways to use your product, the top 5 products/services
45. Set a challenge for your followers
46. Ask for your followers for advice on something
47. Bust a myth about your industry
48. Use the link sticker to share a link to a blog
49. Use the link sticker to share a link to some PR coverage
50. Share content from another page that compliments your business
51. Give a shout out to another business
52. Repurpose a previous Reel
53. Repurpose a previous Grid post
54. Create a 'thank you' to your customers/followers for their support
55. Share user generated content
56. Celebrate key milestones for your business
57. Share any awards news
58. Share any new qualification news to show your extensive knowledge
59. Include your pets!
60. Create a 'throwback' post to were you were 5 years ago (or another time frame!)
61. Create a 'throwback' to a particular event to reminisce
62. Create a 'throwback' of your first Instagram post
63. Talk about related awareness days that mean something to you (and your audience)
64. Host a giveaway
65. Announce the winner of the giveaway!
67. Create a weekly or monthly roundup of what's happened with the business and show how people can get involved
68. Provide a tour of your website
69. Play around with layouts - i.e. create a aesthetic collage of your products
70. Create a reminder, reminding your followers about a key piece of advice
71. Start a trend using the 'Add Yours' sticker
72. Use 'B-Roll' footage to show yourself in action doing what you do!
73. Create a video and speed it up to show yourself doing an activity in quick time
74. Recommend a book that your audience would like
75. Ask for content suggestions - what do they want to see?

For any help with social media marketing for your business, from strategy and training to full management, get in touch and let's chat!