

30 days of better social posts

A practical planner for a busy business. One useful idea each day, with caption starters you can make your own.

Start with what your customers need

- Choose the channel your customers already use. You do not have to post everywhere.
- Use the prompts in any order. Three good posts a week may be more realistic than posting every day.
- Replace every [bracket] with your own details, and check links, prices and dates before publishing.
- Use photos you own or have permission to use. Ask before sharing a customer, colleague or review.

A simple post has three jobs

Get attention: name a need, show a useful product or answer a real question.

Help someone decide: give one clear fact, benefit or example.

Offer one next step: visit, book, ask, save or buy.

Your 10-minute weekly routine

Pick three to five prompts. Gather the photos. Write the captions in your own voice. Check the details. Schedule the posts, then set aside time to answer replies.

Keep the claims honest

Do not invent reviews, scarcity, discounts or results. A small, specific fact is more useful than a big claim you cannot support.

Want the posts made for you?

See the Social Content Pack at stanleystore.co/shop/socialcontentpack/. It is a separate paid service.

Your posting calendar

Write in a date and one action for each day. Leave gaps when you need them.

01 Date: _____ Action: _____ _____	02 Date: _____ Action: _____ _____	03 Date: _____ Action: _____ _____	04 Date: _____ Action: _____ _____	05 Date: _____ Action: _____ _____
06 Date: _____ Action: _____ _____	07 Date: _____ Action: _____ _____	08 Date: _____ Action: _____ _____	09 Date: _____ Action: _____ _____	10 Date: _____ Action: _____ _____
11 Date: _____ Action: _____ _____	12 Date: _____ Action: _____ _____	13 Date: _____ Action: _____ _____	14 Date: _____ Action: _____ _____	15 Date: _____ Action: _____ _____
16 Date: _____ Action: _____ _____	17 Date: _____ Action: _____ _____	18 Date: _____ Action: _____ _____	19 Date: _____ Action: _____ _____	20 Date: _____ Action: _____ _____
21 Date: _____ Action: _____ _____	22 Date: _____ Action: _____ _____	23 Date: _____ Action: _____ _____	24 Date: _____ Action: _____ _____	25 Date: _____ Action: _____ _____
26 Date: _____ Action: _____ _____	27 Date: _____ Action: _____ _____	28 Date: _____ Action: _____ _____	29 Date: _____ Action: _____ _____	30 Date: _____ Action: _____ _____

Track what matters: useful questions, enquiries, bookings or sales. Compare results with your own previous posts; views alone do not show a sale.

Days 1-5

Use the idea. Make the words sound like you.

01 Introduce yourself

Tell people what you sell and who it helps.

Caption starter: We help [customer] with [need], so they can [benefit].

Picture: You, your workspace or your main product.

Next step: Tell us what you need.

02 Show your bestseller

Pick one popular product or service and explain why people choose it.

Caption starter: Our most-requested [product] is a good fit if you [situation].

Picture: A clear photo with one main subject.

Next step: See the details at [link].

03 Answer a real question

Use a question a customer has actually asked.

Caption starter: People often ask us: [question]. The short answer is [answer].

Picture: The item or process the question refers to.

Next step: Have another question? Ask us below.

04 Show how it works

Explain the first three steps of using or buying your offer.

Caption starter: Here is how to [task]: 1. [step] 2. [step] 3. [step].

Picture: A simple three-photo sequence.

Next step: Save this for next time.

05 Explain one benefit

Connect a product feature to a practical result for your customer.

Caption starter: [Feature] means you can [useful benefit].

Picture: The product in everyday use.

Next step: Find out if it is right for you at [link].

Days 6-10

Use the idea. Make the words sound like you.

06 Meet the person behind it

Introduce a team member with their permission.

Caption starter: Meet [name]. They help our customers by [role].

Picture: A natural photo of the person at work.

Next step: Say hello next time you visit.

07 A quick useful tip

Share one specific tip related to what you sell.

Caption starter: A simple way to [task] is to [tip].

Picture: A demonstration or labelled example.

Next step: Try this and let us know how it goes.

08 Show the choice

Help buyers choose between two genuinely different options.

Caption starter: Choose [A] if [need]. Choose [B] if [different need].

Picture: The two options side by side.

Next step: Ask us if you need help choosing.

09 Share customer feedback

Use a real review with permission and keep its meaning intact.

Caption starter: [Exact approved customer quote] - [approved name].

Picture: An approved review graphic or the finished work.

Next step: Read more at [link].

10 Show the finished result

Share an actual finished job without implying guaranteed results.

Caption starter: Here is the [work] we made for [approved customer]. The brief was [brief].

Picture: An approved photo of the completed work.

Next step: See what we can help you with at [link].

Days 11-15

Use the idea. Make the words sound like you.

11 Behind the scenes

Show an ordinary step that explains the care you take.

Caption starter: Before [finished result], we [step]. It helps us [reason].

Picture: A real working moment.

Next step: What would you like to see next?

12 Make the buying step clear

Tell people what happens after they contact you or order.

Caption starter: When you [order/enquire], here is what happens next: [steps].

Picture: The product ready to go, or a simple process graphic.

Next step: Start at [link].

13 Explain the price

State the current price and exactly what it includes.

Caption starter: [Offer] is [price and GST treatment]. That includes [scope].

Picture: The item and a short list of inclusions.

Next step: See the full details before you buy at [link].

14 Show one use case

Describe a familiar situation where your product is useful.

Caption starter: If you are [situation], [product] can help with [task].

Picture: The product in that setting.

Next step: Ask us about your situation.

15 A mid-month check-in

Ask a simple question you can use to plan useful content.

Caption starter: What is the hardest part of [relevant task] for your business?

Picture: You or a simple question card.

Next step: Tell us in a comment.

Days 16-20

Use the idea. Make the words sound like you.

16 Correct a common misunderstanding

Explain a misconception without talking down to customers.

Caption starter: You do not need [assumption] to [task]. Start with [practical step].

Picture: A demonstration that makes the point clear.

Next step: Keep this handy for later.

17 Give a quick demonstration

Show a short before-and-after process using accurate examples.

Caption starter: Watch how we [task] in [number] steps.

Picture: A short phone video, filmed steadily.

Next step: Message us if you would like help.

18 Share a local connection

Highlight a genuine supplier, neighbourhood or community link.

Caption starter: We are part of [place/community]. One thing we love here is [detail].

Picture: A permitted photo of the place or collaboration.

Next step: What is your favourite local spot?

19 Share a useful checklist

Turn a routine task into three quick checks.

Caption starter: Before you [task], check: [one], [two] and [three].

Picture: A clean checklist graphic.

Next step: Save this for your next [task].

20 Explain who it is for

Make it easier for the right customer to recognise their need.

Caption starter: [Offer] is designed for [customer] who needs [job done].

Picture: A product image, without stereotyping customers.

Next step: See whether it suits you at [link].

Days 21-25

Use the idea. Make the words sound like you.

21 Show what is included

Make the scope visible instead of relying on a vague promise.

Caption starter: Here is what you get with [offer]: [included items].

Picture: The deliverables laid out clearly.

Next step: Read the full inclusions at [link].

22 Offer a practical example

Show how a customer might use the product in a real day.

Caption starter: One way to use [product] is [example].

Picture: A simple example, clearly labelled if illustrative.

Next step: How would you use yours?

23 Answer a hesitation

Address a genuine concern such as timing, fit or setup.

Caption starter: Wondering about [concern]? Here is what you need to know: [facts].

Picture: A relevant detail or working photo.

Next step: Ask us before you choose.

24 Thank a customer or partner

Be specific and ask permission before identifying someone.

Caption starter: Thanks to [approved name] for [specific contribution].

Picture: An approved customer, team or product photo.

Next step: See the work at [link].

25 Tell a short origin story

Explain why you started or why you offer this product.

Caption starter: We started [business/offer] because [reason]. Now we help with [need].

Picture: An early photo or a current team image.

Next step: Tell us how your business began.

Days 26-30

Use the idea. Make the words sound like you.

26 Make an honest offer

Promote a real offer with its price, dates and conditions.

Caption starter: [Offer] is available for [price] until [date]. Includes [scope]. [Key condition].

Picture: The offer or product, with legible text.

Next step: View the offer at [link].

27 Help people prepare

List what a buyer needs before using your service.

Caption starter: To get started with [service], have these ready: [items].

Picture: A short preparation checklist.

Next step: See the details at [link].

28 Invite a repeat visit

Give existing customers a relevant reason to return.

Caption starter: If you enjoyed [previous purchase], you might find [related offer] useful for [need].

Picture: A genuine complementary product.

Next step: Take a look at [link].

29 Share what you learned

Tell people one useful observation from your work this month.

Caption starter: This month we noticed [honest observation]. It reminded us to [tip].

Picture: A real work photo or simple tip graphic.

Next step: What worked well for you this month?

30 Round up and plan ahead

Repeat the clearest benefit and ask what people need next.

Caption starter: Need help with [need]? We offer [specific tool/service] so you can [benefit].

Picture: Your strongest useful product image from the month.

Next step: See your options at [link].