

CONTENT IDEAS

For Your Planet Positive Business!

Insta Grid	Story/Reel	Tips	Notes
Introduce yourself and 3 facts about you	This or That Poll Sticker Story choosing between two products	Reply to all comments	
Your products in action	A Reel with facts about you	Spend 20 mins engaging with existing & potential customers	
What you've learnt so far on your sustainable journey	Story series about what makes your business sustainable	Add in website link on Stories	
Repost from a customer	Story with latest special offers	Always get permission before you repost anyones images	
What's your why? Reasons you started your business	Share a post to Stories that you found inspiring	Spend 20 mins engaging with influencers	
Share what your bestselling product is	Reel with your products in action	Share your Reel to the grid and Stories	
Behind the Scenes look at your business	Share the Love - Story shouting out other businesses you like	Regularly ask your customers to leave reviews	

Instagram

Recap of products & services you offer

Talk about what issues mean the most to you

Team photo!

New product sneak peek or shout out

Share a customer review

What you are working on next in your business

Tips/Advice you follow to be more eco-friendly

Facebook

Story Sneak Peak of a new product

Story with a behind the scenes look at where you work

Reel highlighting USPs

Story series showing your bestselling products

Use a question sticker to find out what's important to your followers

Reel - A Day in the Life of You

Story with a link to a feature on your website

Tips

Add Interactive stickers to Stories where appropriate

Use the Share to Stories feature on a grid post

Review your bio and make sure it reflects your business

Create Story Highlights to help followers navigate your profile

Ask questions to encourage followers to share their thoughts

Mention how to work with you or buy from you

Remember consistency is key! You don't need to post every day

Notes