

SOCIAL MEDIA PROMPTS

Marketing Strategy to Build Business Relationships

47% of Americans
say Facebook is
their #1 influencer
of purchases

Announcements

Specials

Featured Product or Service

Ask to Interact
3x more
engagement

Add Caption
5x more
engagement

Fill in Blank
4x more
engagement

Customer Testimonial

Featured Customer

Fan Appreciation

Ask Opinion or Advice

Fill in the Blank

Caption This

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Holidays

Milestones

Special Occasions

Season

National _____ Day

Celebrity Birthday or Anniversary

Events

**Photos receive 53%
percent more likes
on Facebook**

**Content posted be-
tween 4pm-10pm ET
get more likes and
shares**

Inspirational Quotes

Good Night / Good Morning

Humor

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Throwback Thursday #tbt

Follow Friday #ff

75% of smartphone owners watch videos on their phones

Tweets that include links are 86% more likely to be retweeted

Recipe or Instructions

Expert Tip

Before and After

Recap from Last Month

Post a link to a past Blog Post, Video or Podcast—
with excerpt