

252 Viral Facebook Post Templates

The complete swipe file across 10 proven categories

Brought to you by Friender

Category	Templates	Best For
Humor	23	Engagement gold — gets shared and built rapport
Story	23	Wins, losses & lessons — build trust through vulnerability
Value	27	Tips, frameworks & secrets — position as the expert
Question	28	Comment magnets — easy questions = more comments
Engagement	37	Games & challenges — algorithm gold for fast comments
Inspirational	23	Lift people up — gratitude, courage, kindness
Brand Awareness	17	Behind the scenes — let people meet the human brand
Promotional	21	Offers, freebies & launches — sell without being salesy
Fan-Focused	23	Celebrate members & customers — fuel loyalty
Informative	21	Teach, explain, share facts — be the go-to source

How To Use This Swipe File

- 1. Pick a category** — Match it to where your audience is in the funnel. Humor and questions warm cold audiences. Value and story build trust. Promotional and informative convert hot ones.
- 2. Search inside the live tool** — Visit the Friender masterclass to filter by category and format with one-click copy.
- 3. Copy and customize** — Replace the bracketed prompts with your own story, hook and hashtag. Keep the cadence — the pacing is what makes them work.
- 4. Mix and rotate** — Don't post 5 humor posts in a row. Cycle categories so your wall feels natural and the algorithm rewards variety.

Humor Posts (23)

Engagement gold — gets shared and built rapport

1. A Day In The Life

Format: Text + Image

[Hook of the post]

[Insert funny anecdote about the photo and the personal detail it reveals about you/your life]

Go ahead and share your own photo in the comments below showing a typical day in your life.

#[hashtag]

2. Story Of My Life

Format: Text + Image

[Hook of the post]

[Insert funny question or statement that relates to the photo]

#[hashtag]

3. It's A Struggle

Format: Text + Image

[Hook of the post]

[Find a humorous way to describe the struggle you were facing in the photo]

Anybody else feel me? Share a photo of your struggle in the comments below.

#[hashtag]

4. Share A GIF

Format: Text + GIF

[Hook of the post]

Spread some laughter & share a GIF that put a smile on your face.

#[hashtag]

5. Fun Contest

Format: Text + Image

[Hook of the post]

[Describe the contest in a lighthearted manner]

[Give details about the prize]

#[hashtag]

6. Funny Video Share

Format: Text + Video

[Hook of your post]

Did you recently see a video that brightened your day?

Share the joy in the comments below!

#[hashtag]

7. Let's Play A Game

Format: Text + Image

[Hook of your post]

[Outline how to play the game]

No cheating!

[Share your own results from the game]

#[hashtag]

8. Funny Photo Share

Format: Text + Image

[Hook of the post]

[Insert witty statement that describes the content of the photo]

Share a photo that recently left you in stitches.

#[hashtag]

9. Monday Morning GIF

Format: Text + GIF

[Hook of the post]

[Insert funny statement that describes the GIF]

How's your Monday looking?

#[hashtag]

10. Solve The Puzzle

Format: Text + Puzzle

[Hook of the post]

[Share your puzzle results and funny statement about your results]

What did you get?

#[hashtag]

11. What's The Conversation?

Format: Text + Image

[Hook of the post]

What do you think these two are saying? Share your thoughts!

Wrong answers only!

#[hashtag]

12. Don't Forget Post

Format: Text + Image

[Hook of the post]

To all my [target group] out there, don't forget to [insert funny statement tied to the photo].

#[hashtag]

13. What Would You Do?

Format: Text + Image

[Hook of the post]

[Using short sentences, set up the situation presented in the photo in a funny way]

What would you do?

#[hashtag]

14. Fan-Made Video Share

Format: Text + Video

[Hook of the post]

Special shoutout to [name] for making this amazing video!

[Insert your funny reaction to the video]

#[hashtag]

15. Favorite Meme Share

Format: Text

Because every day should include some comic relief!

Share your favorite meme that makes you laugh every time!

#[hashtag]

16. What A Morning

Format: Text + GIF

[Hook of the post]

It's one of those mornings.

[Detail what's going on in your morning in a humorous way]

How's your morning going?

#[hashtag]

17. Don't Be This Guy

Format: Text + Image

[Hook of the post]

[Highlight what's wrong in the photo]

Don't be this guy.

[Give a solution to what's happening in the photo]

#[hashtag]

18. What A Bummer!

Format: Text + Meme

[Hook of the post]

[Insert funny statement that relates to the meme/GIF]

#[hashtag]

19. That's Relatable

Format: Text + Meme

[Hook of the post]

[Insert funny statement that is relatable and ties in with the meme/GIF]

Who's with me on this one?

#[hashtag]

20. It Drives Me Crazy

Format: Text + Image

[Hook of the post]

Aargh! I can't.

I just can't stand it when I hear these words:

[List the phrases/statements that make you mad whenever you hear them]

What drives you crazy every time you hear it? Share in the comments below!

#[hashtag]

21. This Is What It Looks Like

Format: Text + Image

[Hook of the post]

This is what [insert action] looks like...

#[hashtag]

22. If You're Happy...

Format: Text + Image

[Hook of the post]

If you're happy that it's [day of the week]... [insert funny statement that relates to what's in the photo]

#[hashtag]

23. Relate To That Tweet

Format: Text + Tweet

[Hook of the post]

[Insert funny statement that relates to the tweet]

Who else can relate?

#[hashtag]

Story Posts (23)

Wins, losses & lessons — build trust through vulnerability

1. Share A Win

Format: Text + Image

"[Insert short but interesting quote about winning]"

[Tell your story]

[Give a background to your story]

[In short sentences explain the win you had]

[Give a moral/lesson to your story]

Who's celebrating with me? Share your story in the comments below.

#[hashtag]

2. Share A Loss

Format: Text + Image

"[Insert short but interesting quote about picking yourself up after a loss]"

[Tell your story]

[Give background — what led to the loss]

[In short sentences explain the loss you experienced]

[Give a moral/lesson to your story]

This sucks but, hey, tomorrow is another day. Share your story in the comments below.

#[hashtag]

3. Life Lesson

Format: Text + Image

Lesson of the day: [summarize your story in one sentence]

[In short sentences give a background, explaining what led to the life lesson]

[Explain the lesson you learned from the situation]

What's your top life lesson? Tell me in the comments below.

#[hashtag]

4. Admit A Mistake

Format: Text + Image

[Hook of your post]

[In short paragraphs, describe a situation where you invested lots of time/energy/money but it ended up being a bad move]

[Insert statement that describes the regret you felt]

Do you have a story where you got your fingers burned? Share in the comments below.

#[hashtag]

5. Reflection

Format: Text + Throwback Image

You can't really know where you're going until you know where you've been.

[Give a backstory explaining the throwback image]

[Explain what you've come to learn since the photo was taken]

We all have to start somewhere. What's your story?

#[hashtag]

6. Gratitude Post

Format: Text + Image

[Hook of your post]

[In short sentences, describe who or what you're grateful for and why]

What are you grateful for today? Let me know in the comments below.

#[hashtag]

7. How It All Started

Format: Text + Image

[Hook of the post]

[In short paragraphs, explain the story of how you started your business and the wins and losses you experienced to get it to where it is today]

Everybody has a story. What's yours?

#[hashtag]

8. Vulnerability

Format: Text + Image

Aargh! It's one of those days.

[In short sentences explain what you're currently struggling with]

[Talk about the steps you are taking to get through the struggle]

Any tips on how I can [resolve the struggle]? Let me know in the comments below.

#[hashtag]

9. Famous Person Success Story

Format: Text + Image

[Hook of the post]

[In short paragraphs, describe how the famous person became successful]

[Relate the steps to everyday life and situations]

What's the one lesson you've learned from the life of [famous person]?

#hashtag

10. Share A Pet Peeve

Format: Text + Image

[Hook of the post]

[Use short paragraphs to describe your pet peeve and why it really gets you mad]

#[hashtag]

11. Fun Facts About Me

Format: Text + Image

[Hook of the post]

It's time you get to know me...the real me.

[List 3 to 4 fun facts about yourself that are not business- or brand-related]

What's a weird fact about you? Share in the comments below.

#hashtag

12. Proud Moment Share

Format: Text + Image

[Hook of the post]

[Describe what's going on in the photo using one or two sentences]

#[hashtag]

13. Birthday Wisdom Share

Format: Text + Image

[Hook of the post]

[Talk about your birthday and how you feel about it]

[Use short paragraphs to share life lessons that you've learned so far]

#[hashtag]

14. Comeback Story

Format: Text + Image

[Hook of the post]

[Use short paragraphs to tell the comeback story of a famous person]

[Detail the lesson to be learned from the story]

#[hashtag]

15. Get To Know Me

Format: Text + Image

[Hook of the post]

[Use short sentences and paragraphs to share more details about who you are]

Now it's your turn. Make your own post and introduce yourself.

#[hashtag]

16. Life-Changer

Format: Text + Image

[Focus of the post] changed my life!

[Use short paragraphs to tell the tale of how you were scared to do something/make a big life change]

[Share details of how life has been since you made the change]

None of this would have been possible if I hadn't [life-changing move].

#[hashtag]

17. Do You Know This Guy?

Format: Text + Image

Do you know this guy?

[Use short paragraphs to tell the story of a famous person who faced a major challenge]

#[hashtag]

18. Humble Brag

Format: Text + Image

[Hook of the post]

[Use short paragraphs to describe your achievement and everything you went through to get to where you are]

[Insert a lesson you learnt along the way]

#[hashtag]

19. My Confession

Format: Text + Image

[Hook of the post]

I've got to get something off my chest. [Insert intriguing sentence that highlights focus of the post]

[Detail what life is like after you made the change]

Have you ever had a similar experience?

#[hashtag]

20. Let It Go

Format: Text + Image

[Hook of the post]

How many times have you refused to let go of the past?

I realized I had to let it go.

[Describe how things changed/got better after you decided to let go]

#[hashtag]

21. This Is Holding You Back

Format: Text

[Hook of the post]

This is what's holding you back from [insert desirable goal].

#[hashtag]

22. Keep Going

Format: Text + Image

[Hook of the post]

[Describe a situation where you felt intimidated and overwhelmed by what you had to do]

[Explain what you did to overcome the intimidation]

[Detail the lessons learned along the way]

[Insert inspirational quote about not giving up]

#[hashtag]

23. Why I...

Format: Text + Image

[Hook of the post]

Why I [focus of the post].

[Use short paragraphs to give a backstory]

[Describe the turning point in great detail]

#[hashtag]

Value Posts (27)

Tips, frameworks & secrets — position as the expert

1. Pain Point Value Post

Format: Text + Image

[Hook of your post]

[Pick a target market pain point/problem and expand on it]

[Provide solutions/answers to the pain point]

[Explain how the solutions can be applied day-to-day]

[Show how your product/service can also be a solution]

[End with an inspirational quote]

What do you think? #[hashtag]

2. Authority Interview

Format: Text + Video

I'm live with [Authority's Name]!

You've probably heard of [Authority's Name]. [He/She] is behind [something the authority is known for].

Well, I got the chance to pick [his/her] brain about all things [content of the video].

#[hashtag]

Insert video link

3. Numbered List Value

Format: Text + Image

[Number + Title e.g. 10 Ways To Know If Your App Is Working For You]

[Create a numbered list. Give a brief explanation for each item]

What would be #[next number]? Let me know in the comments below.

#[hashtag]

4. Famous Person Quote

Format: Text + Image

[Insert insightful statement that ties in to the quote in the image]

#[hashtag]

5. Expert Tips

Format: Text + Video

[Hook of the post]

[Insert insightful statement that introduces the video]

Are these tips helpful? What tip can you share with us?

#[hashtag]

6. Recommended Reading

Format: Text + Image

[Hook of the post]

[In short paragraphs, describe the book you read and how it has impacted you]

What are you currently reading?

#[hashtag]

7. Share A Tip

Format: Text + Image

[Hook of your post]

[Highlight the importance of sharing knowledge and helping each other out]

Go ahead and share that helpful tip in the comments below!

#[hashtag]

8. Share Favorite Quote

Format: Text + Image

[Hook of the post]

Do you have a specific quote that speaks to your business or life?

Share those quotes in the comments below!

#hashtag

9. Book Review

Format: Text + Image

[Hook of the post]

[Give honest and detailed review of the book and how it has impacted your life/thinking]

What are you currently reading?

#[hashtag]

10. Tell A Secret

Format: Text

I'm going to tell you a secret...

[Introduce your "secret" in short sentences]

[Using short paragraphs go into detail about your "secret" and how it can be beneficial]

The best thing about my secret is, you're free to tell everybody who needs to hear it!

#[hashtag]

11. Set A Goal

Format: Text + Image

[Hook of the post]

[Use short sentences to explain why it's important to set goals]

My goal this week is [describe your goal].

What's yours?

#[hashtag]

12. Watch Me Do This

Format: Text + Image

[Hook of the post]

Who wants to watch me [focus of the post]?

[Use short paragraphs to detail the project where you'll be taking people behind the scenes]

Interested? Keep your eyes on this space!

#[hashtag]

13. Repost That Tweet

Format: Text + Tweet

[Hook of the post]

[Explain the tweet/why you chose to share it]

#[hashtag]

14. Self-Care Tips

Format: Text + Image

[Hook of the post]

[Introduce the self-care tip]

[Use short paragraphs to describe how this self-care tip is beneficial and how it can be implemented]

Got a self-care tip you live by?

#[hashtag]

15. #TruthBomb

Format: Text + Image

#TruthBomb

[Insert insightful statement that people will respond to]

16. Random Thoughts Share

Format: Text + Video

[Hook of your post]

[Share random thoughts on a topic of interest]

#[hashtag]

17. Tell Your Story

Format: Text + Image

[Hook of the post]

[Use short sentences to explain why stories are important and need to be told]

#[hashtag]

18. Stress Buster

Format: Text + Image

[Hook of the post]

[Insert short story about a stressful situation you recently encountered in business and how you dealt with it]

How do you deal with stress? What makes you feel better when you're stressed?

#[hashtag]

19. The Anatomy Of...

Format: Text

[Hook of the post]

[Break down the anatomy of something — a perfect offer, headline, funnel, etc.]

#[hashtag]

20. Stay Focused Guide

Format: Text + Image

[Hook of the post]

This is how I stay focused and get stuff done every day.

[Use a numbered list or bullets to outline what you do to keep you focused]

What's the one thing you do that keeps you from getting distracted?

#[hashtag]

21. Shoot Your Shot

Format: Text + Image

[Hook of the post]

Don't be afraid to shoot your shot!

This is one of the best things you can do for your business. Trust me!

#[hashtag]

22. Dangerous Words

Format: Text

[Hook of the post]

[Insert the "dangerous" words]

These words are dangerous. Let me tell you why.

[Use short paragraphs to explain why the words are dangerous]

[Insert words to counter the "dangerous" words and explain why they're important]

#[hashtag]

23. Worst Mistakes To Make

Format: Text

[Hook of the post]

These are the [x] worst mistakes you could ever make as a [profession].

[Use a numbered list to detail the mistakes commonly made and how to avoid them]

What mistakes have you made along the way that others can learn from?

#[hashtag]

24. If You're Ready To...

Format: Text + Image

[Hook of the post]

If you're ready to [focus of the post], keep reading.

[Use short paragraphs to detail tips that can be followed to achieve the focus of the post]

Can you add to this?

#[hashtag]

25. #1 Piece of Advice

Format: Text + Image

[Hook of the post]

#1 advice from a [describe profession in glowing terms].

What do you do when you feel [insert everyday situation]?

#[hashtag]

26. Best [X] I've Seen

Format: Text + Image

[Hook of the post]

This is the best [focus of the post] I've seen in a long time...

[Use short paragraphs to explain the focus of the post and give examples where possible]

[Give a one-sentence summary]

#[hashtag]

27. Life Lessons From A [X]

Format: Text

[Hook of the post]

[x] life lessons from a [source of the lessons]:

[List out the lessons]

#[hashtag]

Question Posts (28)

Comment magnets — easy questions = more comments

1. Ask Campaign

Format: Text + Meme

If you could [solve problem], [what/how] would you [use/do it]? Tell me in the comments below.

#[hashtag]

2. Help Me Decide

Format: Text

If you could have [benefit of what you want the reader to help you decide], what would it [be/do]?

I'm working on this awesome [product/service]. So to make sure I get it right, I've gotta ask you...

[Describe the two choices available, with a benefit of each]

What would you choose?

#[hashtag]

3. Ask Me Anything

Format: Text

[Hook of the post]

Ask me anything about [preferred topic] and I'll answer in the comments below!

#[hashtag]

4. True Or False

Format: Text

[Hook of the post]

[Insert short statement that may be true or false]

True or false?

#[hashtag]

5. Market Research

Format: Text

[Hook of the post]

[Outline the research question(s) and how you would like people to respond]

Give me your honest feedback in the comments below.

#[hashtag]

6. Currently Reading

Format: Text

What book are you currently reading and what inspired you to start reading it?

Drop a comment below.

#[hashtag]

7. Recommend A Professional

Format: Text + Image

[Hook of the post]

[Describe the kind of professional you're looking for]

Know anyone who fits the bill? Recommend them in the comments below!

#[hashtag]

8. Definition of Success

Format: Text + Image

[Hook of the post]

[Use short sentences to describe what success looks like to you]

What's your definition of success?

#[hashtag]

9. Use One Word

Format: Text + Image

Using just one word, [insert engaging statement that people will respond to].

Let's go!

#[hashtag]

10. Book Takeaway

Format: Text + Image

[Hook of the post]

Have you read [book name]?

What's your #1 takeaway from the book?

#[hashtag]

11. The 'Or' Post

Format: Text

[Hook of the post]

[Comparison 1]

or

[Comparison 2]

Choose one.

12. Never Have I Ever

Format: Text

What's that one badass thing you've done that most people haven't tried?

#[hashtag]

13. Rate My Work

Format: Text + Image

[Hook of the post]

[Use short sentences to describe the photo]

What do you think of [what's in the photo]? Be honest!

#[hashtag]

14. Who Are You Following?

Format: Text

Tell me more about that influencer, blog, podcast or YouTube channel that you're currently following.

#[hashtag]

15. Warning Label

Format: Text

If we were all forced to wear a warning label for a day, what would yours say?

#[hashtag]

16. What's On Your Phone?

Format: Text + Image

[Hook of the post]

List the top three most used apps on your phone.

#[hashtag]

17. What's Your Strength?

Format: Text

What is your one strength that keeps you going as you build your business?

#[hashtag]

18. What's Your Mission?

Format: Text

My mission is [insert the reason why you do what you do].

What's yours?

#[hashtag]

19. Go Back In Time

Format: Text

If you had a time machine and could go back 6 months in time, what's the one thing you'd tell your past self?

☐

#[hashtag]

20. You Look Familiar

Format: Text

Have you ever been told you look like someone famous?

Who's your doppelgänger?

#[hashtag]

21. What Makes You Special?

Format: Text + Image

[Hook of the post]

What special talents do you have that makes you stand out?

[List three to four of your unique talents]. All these have served me quite well as a [profession].

#[hashtag]

22. The Two-Word Ad

Format: Text

You can only use two words to advertise your products/services.

What's your pick?

Mine are [insert the two words].

#[hashtag]

23. What's Your Title?

Format: Text

Do you have a unique business title that your friends and clients know you by?

Mine's [insert your business title].

#[hashtag]

24. Favorite Marketing Strategy

Format: Text + Image

[Hook of the post]

Do you have a favorite marketing strategy?

My top [x] are [list your top marketing strategies].

#[hashtag]

25. Love To Hate That Book

Format: Text + Image

[Hook of the post]

What famous book is loved by the masses but you hated it?

#[hashtag]

26. Music That Inspires

Format: Text + Image

[Hook of the post]

What music inspires you and gets the creative juices flowing?

Mine is [share song that inspires you].

#[hashtag]

27. It Makes Me Mad

Format: Text + Image

[Name one thing that makes you mad].

I can't stand [it/them].

What makes you angry?

#[hashtag]

28. Biggest Regret

Format: Text

What's one of your biggest regrets as a business owner?

Mine is [insert regret].

#[hashtag]

Engagement Posts (37)

Games & challenges — algorithm gold for fast comments

1. Fill In The Blanks

Format: Text + Image

[Insert question that corresponds with the fill-in-the-blanks question in the image]

Let us know in the comments below!

#[hashtag]

2. GIF Response

Format: Text

What's your mood like today?

Let me know with a GIF.

#[hashtag]

3. Conversation Starter

Format: Text

Let's talk.

[Insert insightful question or thought-provoking statement]

#[hashtag]

4. Cartoon

Format: Text + Cartoon

[Insert insightful statement or quote that corresponds with the cartoon]

#[hashtag]

5. Trending Topic

Format: Text

[Hook of your post]

[Insert question or statement that relates to the trending topic]

#[hashtag]

6. Keep It Going

Format: Text

Keep it going!

[Insert statement/question that corresponds to the list]

[Start the numbered list and add one or two statements]

#[hashtag]

7. Troubleshoot

Format: Text + GIF

[Hook of your post]

What's keeping you up at night? That one thing that's nagging you about your business?

Put it in the comments below and we'll see how we can help.

#[hashtag]

8. Birthday Post

Format: Text + Image

[Hook of the post]

[Insert full names] [is/are] celebrating another trip around the sun.

Let's show them some love in the comments!

#hashtag

9. Pet Show & Tell

Format: Text + Image

[Hook of your post]

What do you love the most about your pet?

Whether they're covered in fur, feathers, scales, or everything in between, we want to know!

Drop a pic in the comments below!

#[hashtag]

10. Represent Your Area

Format: Text

It's time to represent where you're from!

Post your state/country and flag.

Let's go!

#[hashtag]

11. Share Your Passion

Format: Text + Image

[Hook of the post]

What gets you out of bed and keeps you going through tough times?

#[hashtag]

12. Represent Your Niche

Format: Text

What's your niche and how long have you been working in that space?

Share in the comments below!

#[hashtag]

13. Play That Song

Format: Text + Image

[Hook of the post]

This is what I'm currently listening to. What's on your playlist?

#[hashtag]

14. Bucket List

Format: Text

One thing you think everyone should try at least once in their life.

Go!

#[hashtag]

15. Keep It Boring

Format: Text

Describe your business...but here's the twist – you've got to make it as boring as possible!

#[hashtag]

16. Positivity Jar

Format: Text + Image

[Hook of the post]

Put a positive word in this empty jar. Let's go!

#[hashtag]

17. Tell A 4-Word Story

Format: Text

Write a story using just 4 words. Keep it happy!

#[hashtag]

18. Accomplishment of The Week

Format: Text

What's the biggest accomplishment of your week?

#[hashtag]

19. Why You Sell

Format: Text + Image

Why do you do what you do?

Share the reason why you sell what you sell.

#hashtag

20. Name Your Drink

Format: Text

You're stranded and can't leave the house for a week. Tell me what's in your cup at the end of the day.

#[hashtag]

21. Take A Quiz

Format: Text

[Insert quiz link and brief description]

Let me know your results in the comments!

#[hashtag]

22. Gratitude Thread

Format: Text

Take some time today to thank someone you appreciate in this thread.

#[hashtag]

23. 'I am' Statements

Format: Text

Quick, without thinking, write out 3 "I am" statements that describe you.

Go!

#[hashtag]

24. Life-Changing Read

Format: Text

Name that book that changed your life by the time you were done with it.

#[hashtag]

25. Power Phrase Share

Format: Text

Do you have a power phrase that keeps you going? Mine is [insert power phrase].

What's yours?

#[hashtag]

26. Weather Forecast

Format: Text

Where are you from and what's the weather like there?

It's [insert emoji that describes your weather] here.

#[hashtag]

27. Anti-Bucket List

Format: Text + Image

[Hook of the post]

What's one thing you'll never do again?

#[hashtag]

28. What Are You Watching?

Format: Text + Image

What are you currently watching?

#[hashtag]

29. My Furry Pal And I

Format: Text + Image

[Hook of the post]

Show me your fur babies in the comments!

#[hashtag]

30. Who'd You Rather?

Format: Text + Image

[Hook of the post]

[Present two options/people and ask audience to choose]

#[hashtag]

31. What's On Your Bookshelf?

Format: Text + Image

[Hook of the post]

I have [mention two or three books].

What's on your bookshelf?

#[hashtag]

32. Your Weekend In Music

Format: Text + Image

[Hook of the post]

[Friday/Saturday] is here!

What song's getting your weekend started?

#[hashtag]

33. Podcast Playlist

Format: Text + Image

[Hook of the post]

What podcasts are on your playlist right now?

#[hashtag]

34. Change That Lyric

Format: Text

Take a famous song lyric and change one word to make it about your business/niche.

Share the new lyric in the comments!

#[hashtag]

35. My Life In GIFs

Format: Text + Image

[Hook of the post]

Share a glimpse of what your life is like right now...but only use GIFs!

Let's go!

#[hashtag]

36. This Is Me

Format: Text + Image

Quick intro post — share a photo of yourself with three things people don't know about you.

#[hashtag]

37. Share a GIF Engagement

Format: Text + Image

[Hook of the post]

Leave us your favorite funny GIF in the comments. Laughter keeps us going!

#[hashtag]

Inspirational Posts (23)

Lift people up — gratitude, courage, kindness

1. Calling All Freedom Fighters

Format: Text

[Hook of the post]

[Issue a rally cry — invite the audience to join a mission/cause]

Who's in? Give me a [insert catchphrase/emoji] in the comments!

#hashtag

2. Brand Shoutout

Format: Text + Image

[Brand name], I see you!

[In short sentences explain why you're giving a special mention to the brand]

For all that you're doing, you deserve a [insert emoji].

Is there a brand that you think deserves a special shoutout?

#[hashtag]

3. Mentor Shoutout

Format: Text + Image

[Hook of the post]

[Using short paragraphs talk about your mentors/influencers and how they have made a difference]

Who's been a great influence in your life?

#hashtag

4. Act Of Kindness

Format: Text + Image

[Hook of the post]

[Highlight act of kindness that you saw and why it moved you]

What recent act of kindness have you witnessed recently?

#[hashtag]

5. Feel Good Post

Format: Text + Image/Video

[Hook of the post]

[Describe the content in the image/video and why it warmed your heart]

#[hashtag]

6. Inspirational Video Share

Format: Text + Video

[Hook of the post]

[Describe the video and why you found it inspirational]

What impressed you the most?

#[hashtag]

7. Affirmation Post

Format: Text

[Insert affirming message]

#[hashtag]

8. Act Of Courage

Format: Text + Video

[Hook of the post]

This is [name]. [He/She] [insert interesting hook from the story].

This is [his/her] courageous story.

#[hashtag]

9. 3 Points of Gratitude

Format: Text + Image

[Hook of the post]

Look around and write 3 things you're grateful for today.

The next time things get tough, go back and look at your list.

I'm grateful for [list your 3 points of gratitude]

#[hashtag]

10. Don't Give Up

Format: Text + Video

[Hook of the post]

[Insert inspiring statement about not giving up]

#[hashtag]

11. Now That's A Hero!

Format: Text + Image

[Hook of the post]

[Using short paragraphs, narrate the tale of the hero in your story]

[Share lesson to be learned from the tale]

#[hashtag]

12. Buddy Check

Format: Text + Image

[Hook of the post]

Take some time today and check on your buddies to see how they're doing.

Call, email, or text one or more of your friends.

Because everybody needs a buddy.

#[hashtag]

13. Keep Pushing

Format: Text + Image

[Hook of the post]

[Insert inspiring statement that encourages one to keep pushing no matter what they face]

Don't give up.

#[hashtag]

14. Just A Reminder...

Format: Text + Image

[Hook of the post]

This is just a friendly reminder... [insert inspiring statement/quote].

#[hashtag]

15. You Can Start Over

Format: Text + Image

[Hook of the post]

[Insert inspiring statement/quote about starting over]

#[hashtag]

16. Stay Positive

Format: Text + Image

[Hook of the post]

[Use short paragraphs to explain how our thinking affects our thoughts and outlook on life]

[Insert inspirational statement about positive thinking]

#[hashtag]

17. Do It Yourself

Format: Text + Image

[Hook of the post]

[Describe the importance of providing a solution to a problem that affects many people]

[Give an example of a solution you provided]

[Insert motivational statement]

#[hashtag]

18. Thanks For...

Format: Text + Image

[Hook of the post]

[Detail the background of the situation you're grateful for]

I just want to say...thanks for being there through it all!

#[hashtag]

19. Sending Love To...

Format: Text + Image

[Hook of the post]

Sending love to:

- [Create a bulleted list detailing who you're sending love to]

#[hashtag]

20. Morning Wisdom

Format: Text + Video

[Hook of the post]

[Give a brief yet intriguing summary of the topic covered in the video]

#[hashtag]

21. A Little Nudge

Format: Text + Image

[Hook of the post]

This is a little nudge to [insert insightful statement].

[Use short sentences to further explain]

[Insert quote tied to the statement]

#[hashtag]

22. Be Proud

Format: Text + Image

[Hook of the post]

Life gets tough at times. But don't forget what you've accomplished so far!

List [x] things you're proud of today. No matter how small.

Mine are in the comments.

#[hashtag]

23. What If?

Format: Text + Image

[Hook of the post]

"What if [thought-provoking question]?"

[Use short paragraphs to describe how fear can hold one back and what to do to counter it]

Instead of "what if" say "[insert a counter question that speaks positivity]."

#[hashtag]

Brand Awareness Posts (17)

Behind the scenes — let people meet the human brand

1. Know The Squad

Format: Text + Image

[Hook of the post]

Introducing [featured person's name].

"[Using short sentences and in 1st person, describe the featured person and what they do]"

#[hashtag]

2. Me And My Team

Format: Text + GIF

[Hook of the post]

You can't do what you do without them. Those people who keep you sane and help make your business a success.

Share a photo of your A-Team!

#[hashtag]

3. Behind The Scenes

Format: Text + Image/Video

[Hook of the post]

[In short paragraphs, explain in detail what the behind-the-scenes photo/video shows]

Would you like to see more posts like this?

#[hashtag]

4. Brand Ambassador Intro

Format: Text + Image

[Hook of the post]

[In short paragraphs introduce your brand ambassador and share a short backstory, including why you chose to work with them]

#Team[Brand Name]

5. Product Anniversary

Format: Text + Image

[Hook of the post]

[Using short paragraphs, give a backstory of the product — when and how it was launched and its success since then]

#[hashtag]

6. Sneak Peek Training

Format: Text + Video

[Hook of the post]

[Sneak peek of upcoming training/event — describe what attendees will learn and how to register]

#[hashtag]

7. Member Milestone

Format: Text + Image

[Hook of the post]

[Show gratitude and thank members for their support]

[Outline celebratory offer/giveaway if applicable]

[Insert uplifting statement]

#[hashtag]

8. Workstation Photo

Format: Text + Image

This is where the magic happens!

What does your workstation look like? Share that photo!

#hashtag

9. At-Work Selfie

Format: Text + Image

[Hook of the post]

[Insert witty statement about the selfie]

How do you dress up for your work day?

#[hashtag]

10. Support A Local Business

Format: Text + Image

[Hook of the post]

[In glowing terms describe the local business, what it does, and one hook]

Which local business in your area deserves a shoutout?

#[hashtag]

11. What's Your Legacy?

Format: Text + Image

[Hook of the post]

[Use short paragraphs to explain the importance of a business having a positive impact]

What will your business be remembered for?

#[hashtag]

12. Birth Of A Brand

Format: Text + Image

[Hook of the post]

[Use short paragraphs to explain the content of the photo and tie it to how your brand started]

We all have to start somewhere.

#[hashtag]

13. SM Tip For Your Brand

Format: Text + Image

[Hook of the post]

Here's a key social media tip for your brand:

[Insert your tip and use short sentences to expound on it]

[Insert inspiring quote about focus and working hard]

#[hashtag]

14. Brands Doing Good

Format: Text + Image

[Hook of the post]

Things [name of your brand] has accomplished so far:

- [Bulleted list — what your brand has done to improve lives]

It's not just about making money. It's about impacting lives.

#[hashtag]

15. A Brand In Pics

Format: Text

Share a photo (only a photo; no words, no logos) that shows what your brand does.

Let other members tell you what they think you do!

#[hashtag]

16. What We're About

Format: Text + Image

[Hook of the post]

I want to share with you what [insert name of your brand] is about, our True North.

[Bulleted list outlining your brand's core values and beliefs]

Drop a [insert emoji] if you like what you've read.

#[hashtag]

17. Share That YouTube Channel

Format: Text + Image

[Hook of the post]

Do you have a YouTube channel for your brand?

Awesome! Here's what you need to do next:

[Numbered list — steps to share their YouTube link]

#[hashtag]

Promotional Posts (21)

Offers, freebies & launches — sell without being salesy

1. Anticipation

Format: Text + Image

Something good is coming your way!

I'm working on this awesome [product/service]. So to make sure that I get it right, I've gotta ask you...

Which [comparison] do you like? [A/1 or B/2]?

#[hashtag]

2. Freebie

Format: Text + Image

If you want to [solve target market pain point] and get [desired result], then you need [Product Name].

[Product Name] is usually \$[xx] but for a limited time only, I'm giving it away for free. This offer is exclusive to the [Facebook group name] community.

[Insert link to the offer]

#[hashtag]

3. Join Affiliate Program

Format: Text + Image

How would you like to make some extra cash?

I'm giving you a chance to partner with me through the [brand name] Affiliate Program.

- [benefit of joining]
- [benefit of joining]
- [benefit of joining]

Want to learn more? [insert link]

#[hashtag]

4. Giveaway

Format: Text + Image

[Hook of your post]

[Describe the giveaway and prize to be won]

[Outline the steps to be followed in order to take part]

[Insert the giveaway deadline and outline how the winner will be chosen]

Give me a if you are ready for this!

#[hashtag]

5. Collaboration

Format: Text

[Detail in descriptive, glowing terms what you are working on]

[Define the kind of collaboration you're looking for]

[Highlight benefits of collaborating with you]

Interested? Give me a in the comments below!

#[hashtag]

6. Brand Support

Format: Text

[Hook of the post]

Let's show some love for each other's businesses!

1. Drop a link to your IG/FB page with a brief description of what your business does
2. Check out the other businesses posted and like or follow as many as you can

Let's go!

#[hashtag]

7. Share A Freebie

Format: Text + Image

Freebie is the word of the day!

Do you have a guide, video, session or anything that you want to share with the group?

Add the link to your freebie in the comments section as well as a short description.

Let's grow these brands!

#[hashtag]

8. Service For Service

Format: Text + Image

[Hook of your post]

[In descriptive terms describe the service you are looking for and what you'll offer in exchange]

Are you interested? Let me know in the comments below!

#[hashtag]

9. Seasonal Promotion

Format: Text + Image

[Hook of the post]

[In short paragraphs, detail what the promotion is about]

[Insert discount code if applicable]

[Create a sense of urgency]

[Insert catchphrase related to the season]

#[hashtag]

10. Sneak Peek Promo

Format: Text + Video

[Hook of the post]

[Describe what the video is about and what the sneak peek reveals]

[Share benefits of attending the live event and the signup link]

Who's coming? Give me a [insert emoji] in the comments below.

#[hashtag]

11. Free Call Offer

Format: Text + GIF

[Hook of the post]

[In glowing terms describe your free call offer and the value derived from it. Mention how long the call will be]

[Outline what someone would have to do to participate]

#[hashtag]

12. Post Love

Format: Text + Image

[Hook of the post]

Do you have a post that needs some love? Share it in the comments below and let us know what you need: a like, a share, a tag or a comment.

Spread the love and do the same for someone else's post.

#[hashtag]

13. Suspense

Format: Text + GIF

[Hook of the post]

[Introduce the suspense statement/question]

[Build up suspense by vaguely describing your secret project and all its benefits]

Are you ready for what's coming? Drop a fire emoji in the comments!

#[hashtag]

14. Drop Your Pitch

Format: Text + Image

[Hook of your post]

Got a killer sales pitch + offer? Drop it in the comments below!

#[hashtag]

15. Promote The Merch

Format: Text + Image

[Hook of the post]

[In glowing terms describe the merchandise and give reasons why someone should purchase]

[Outline where the merchandise is available and if there's an offer/discount]

Do you have one? Share your photo in the comments!

#[hashtag]

16. Virtual Coffee Date

Format: Text

[Describe the purpose of the virtual coffee date and how one can take part in it]

#[hashtag]

17. Prize Ideas For Giveaway

Format: Text

What prizes should I give away when [insert milestone]?

#[hashtag]

18. Product/Service-Testimonial Swap

Format: Text + Image

[Hook of the post]

[In glowing terms describe the free product or service that you are offering in exchange for written feedback]

[Explain how someone can take part and the number of people you need]

#[hashtag]

19. Podcast Invite

Format: Text + Image

[Hook of the post]

[Use glowing terms to explain what the podcast is about and why one should subscribe]

[Mention any prizes, giveaways, discounts for subscribing]

Have you signed up?

#[hashtag]

20. Plug That Blog

Format: Text + Image

[Hook of the post]

Do you have a blog that you want the world to know about?

Or is there a blog that you feel needs more recognition?

Drop the link in the comments!

#[hashtag]

21. Event Pics

Format: Text + Image

[Hook of the post]

[Describe the event and your experience so far]

[Explain what's happening in the photo(s)]

[Add enticing statement that would make someone watch/attend]

#[hashtag]

Fan-Focused Posts (23)

Celebrate members & customers — fuel loyalty

1. Product Testimonial

Format: Text + Image

[Hook of your post]

"My name is [insert client's names]. [In three or four sentences add the testimonial detailing how the product/service has improved their life/business]."

What's your experience with [product name]? Let us know in the comments below and you could be featured next!

#[hashtag]

2. Video Testimonial

Format: Text + Image

Let's celebrate with [name of person]!

[Short backstory of the person and how their life improved after interacting with you/your brand]

Congratulations, [name of person]!

Do you have a success story? Share it with us in the comments!

#[hashtag]

3. Join The Challenge

Format: Text + Image

[Hook of the post]

[In short sentences describe the challenge and how someone can take part]

Who's ready to do this with me? Drop a [insert catchphrase/emoji] in the comments below!

#[hashtag]

4. Member Appreciation

Format: Text + Image

[Hook of the post]

[In short sentences explain what the fan did and why you're appreciating them]

Thank you for being you, [Name]!

#[hashtag]

5. Member Challenge

Format: Text + Image

[Hook of the post]

[Describe the challenge and what the fan is doing in the photo]

Looking good, [Name]!

Share a photo of yourself doing the [name of challenge] in the comments below!

#[hashtag]

6. Silent Members Engagement

Format: Text

[Hook of the post]

Calling all the silent members of [group name]!

This post is for you!

Say hi or share your favorite emoji in the comments and let us know you're still there!

#[hashtag]

7. Celebrate Member's Win

Format: Text + Image

[Hook of the post]

[Describe your member's win in detail and glowing terms. Highlight the process they went through]

[Insert inspirational quote]

#[hashtag]

8. Check In On Members

Format: Text + Image

[Hook of the post]

How are you doing?

The good, the bad, the ugly... Let it all out.

#hashtag

9. New Members Welcome

Format: Text + GIF/Image

[Hook of the post]

[Insert welcome statement]

[Give brief description of what the group is about and outline what a new member should do next]

[List the new members]

[Insert fun statement]

#hashtag

10. Member Life Story

Format: Text + Image

Everyone has a story to tell.

[Use short paragraphs to share the member's life story]

What's your story?

#[hashtag]

11. Challenge Check-In

Format: Text + Image

[Hook of the post]

[Honestly describe how you are handling the challenge and any gains and losses you have made so far]

How's the challenge treating you? Let me know in the comments below.

#[hashtag]

12. Appreciate A Member

Format: Text

Who's that one person in this group that has had the greatest impact on your life? Tag them in the comments and let them know!

#[hashtag]

13. Unboxing Reaction Video

Format: Text + Video

[Hook of the post]

[Name] just got [his/her] [product name] and [insert funny comment/reaction from the video].

Have you got your [product name]?

#[hashtag]

14. Member Celebration

Format: Text + Image

[Hook of the post]

[Names] is the latest member to join [name of program].

[Insert inspiring statement]

#[hashtag]

15. Top Contributors

Format: Text + Image

[Hook of the post]

I want to give a special mention to all the top contributors from the last [week/month].

[Express your gratitude for the top contributors and their integral role in the group]

I am so grateful for you!

#[hashtag]

16. Challenge Takeaway

Format: Text + Image

[Hook of the post]

My name is [Names] and I joined the [Product Name] Challenge.

Here's my biggest take away so far: [insert what the member has learned]

#[hashtag]

17. Pic With The Prize

Format: Text + Image

[Hook of the post]

[Share a photo of a member with a prize or achievement award]

#[hashtag]

18. Mission Accomplished

Format: Text + Image

[Hook of the post]

[Use short paragraphs to detail the fan/member's backstory, what they were working on and whether they've reached/surpassed their goal]

Congratulations, [Names]!

#[hashtag]

19. It's Pun-tastic!

Format: Text + Image

[Hook of the post]

Calling all [name of group members]!

Come up with a pun about [insert topic]! Best pun with the most likes wins [insert cheesy prize].

Let's go!

#[hashtag]

20. The Struggle Bus

Format: Text + Image

[Hook of the post]

Feeling stuck? Wishing you could crack the code on something you're working on? Feeling isolated or alone?

You can do something about that.

Let's help each other out.

#[hashtag]

21. Toot A Horn

Format: Text + Image

[Hook of the post]

Do you know of someone who needs to be celebrated?

Here's your chance!

Tell us about someone who's had something awesome happen in their business, life or career.

Let's throw some virtual confetti together!

#[hashtag]

22. Brand Origin Story

Format: Text + Image

[Hook of the post]

How [member's brand name] started:

"[Use short paragraphs to share how the member started their brand and the achievements they've made so far]"

What's your brand origin story? Tell me all about it and you could be featured!

#[hashtag]

23. A Pivot Story

Format: Text + Image

[Hook of the post]

[Use short paragraphs to share the member's backstory]

That's when [he/she] realized that it was time to pivot.

[Detail the pivot and the results]

#[hashtag]

Informative Posts (21)

Teach, explain, share facts — be the go-to source

1. Term Of The Day

Format: Text + Image

"[Introduce the term you want to highlight]"

[Explain the meaning of the term and give examples of its usage]

Now you know!

Are there other [target market]-related terms you're not familiar with?

#[hashtag]

2. Product/App Recommendation

Format: Text + Image

[Hook of your post]

[Brand name] is well-known in the [target market] space for [highlight results].

But is it the [only/best] solution out there?

If you're looking for an alternative to [brand name], then I recommend [recommended product/app].

[Highlight benefits of recommended product/app]

Have you ever tried [recommended product/app]?

#[hashtag]

3. Bust A Myth

Format: Text + Image

The Myth: [insert statement, business-related or otherwise, that is not factual].

[In short paragraphs, explain why the above statement is a myth and share the true facts]

What myth have you busted?

#[hashtag]

4. New Product Feature

Format: Text + Image

[Hook of the post]

[In short paragraphs describe the new feature and how it can improve one's life/business]

Have you tried out [new product feature]?

#[hashtag]

5. Discuss the Stats

Format: Text + Image

[Hook of the post]

[Insert question that corresponds with the statistics in the image]

Let us know in the comments below!

#[hashtag]

6. Problem + Solution

Format: Text

[Define a common problem in your space]

[Use short paragraphs to lay out the solution]

[Tie it back to a takeaway or product/service]

#[hashtag]

7. How To Post

Format: Text

HOW TO [hook of the post]

[Define the problem that the how-to post will solve]

[Use short paragraphs to describe the solution]

[Insert relevant question that ties in to the solution]

#[hashtag]

8. What They Did Wrong

Format: Text + Image

[Hook of your post]

[Define what the brand got wrong in the image]

[Describe what you would do differently]

What else would you do differently?

#[hashtag]

9. Get An Alternative

Format: Text + Image

[Hook of your post]

[Use short sentences to describe the product/service that is commonly used and why it's popular]

But... is there another option that could be better than [product name]?

Let me know the [product name] alternative that you've tried.

#[hashtag]

10. Quote Roundup

Format: Text

[Hook of the post]

Here are some quotes that inspired me in the past [week/month].

[List 3-5 quotes]

Pin it, share it, screenshot it... Stay motivated.

#[hashtag]

11. Long vs Short Sales Copy

Format: Text + Image

[Pose a discussion about a hot industry debate, e.g. long vs short sales copy]

[Share your mini-analysis or take]

What do you prefer? Let me know in the comments.

#[hashtag]

12. Infographics

Format: Text + Image

[Hook of the post]

[Use short sentences to explain the infographic and its benefits]

#[hashtag]

13. Fun Fact Share

Format: Text + Image

[Hook of the post]

[Insert the fun fact]

What fun fact do you have to share? Put it in the comments!

#[hashtag]

14. Behind The Win

Format: Text + Image

[Hook of the post]

[Insert statement that details your win]

This is what I did:

[Use short sentences in point form to describe how you achieved your win]

#[hashtag]

15. [X] Things I Love About...

Format: Text + Image

[Hook of the post]

[Create a numbered list and list the things you love/enjoy about your profession]

I love my job. What do you love about what you do?

#[hashtag]

16. The Difference Between...

Format: Text + Image

[Hook of the post]

Here's the difference between [comparison 1] and [comparison 2].

[Use short paragraphs to expound on the two comparisons]

[Insert inspiring quote/statement that is a fitting end]

#[hashtag]

17. Find Your Why

Format: Text + Image

[Hook of the post]

Why do you [pose thought-provoking question]?

[Use short sentences to explain why someone should spend time understanding their why]

Now go ahead and make good choices that support your why.

#[hashtag]

18. A Lesson In...

Format: Text + Image

[Hook of the post]

Here's a lesson in [insert topic you want to focus on].

[Use short, easy-to-understand sentences to break down the topic, giving examples of common problems faced and their solutions]

#[hashtag]

19. Definition Of A...

Format: Text + Image

[Hook of the post]

Who is a [insert descriptive term]?

[Use short paragraphs to explain what the person described above does and what they don't do]

#[hashtag]

20. FAQ

Format: Text + Image

[Hook of the post]

[Insert commonly asked industry-related question]

[Use short paragraphs to provide a detailed answer to the question]

What do you think?

#[hashtag]

21. Awareness Day

Format: Text + Image

[Hook of the post]

Today is [insert name of day being observed].

[Share significance of the day and why it's important]

[List practical tips that can be taken to observe the day]

#[hashtag]

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