EASTERN SIERRA
Business Resource Center

Digital Presence for Your Small Business

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Social Media Foundations: Facebook & Instagram

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5 steps to your first posts

Step 1 — Pick your platform(s)

Start with one or two. Facebook tends to reach older, local audiences and is great for community connection. Instagram skews younger and is more visual. Pick what feels most natural for your business right now.

My platform(s): _____

Step 2 — Gather 3–5 photos you already have

Phone photos work perfectly. Think: your products, your space, behind-the-scenes moments, something that shows what you do.

My photos are saved in / on: _____

Step 3 — Write a caption for each photo

See “Caption Tips” below. A caption tells the story behind the photo — why you took it, what’s happening, and what you want people to do next.

Caption I’m going to try: _____

Step 4 — Pick your posting day and time

Consistency beats perfection. Choose one or two days a week and stick to them. Your audience learns when to expect you.

I’ll post on: _____ **at** _____ (time)

Step 5 — Reuse your content across formats

One photo can become a feed post, a story, a carousel, or even a short reel. You don’t need new content every single day. See “One Photo, Many Formats” below.

One photo, many formats

You don't need new content every day. Here's how to get more mileage out of one photo:

FEED POST

Your main post. A photo (or a few) with a caption. It stays on your profile and shows up in your followers' feeds.

Best for: announcements, products, behind-the-scenes

STORY

The same photo posted as a story disappears in 24 hours. It's casual, immediate, and great for quick updates.

Best for: "happening now," reminders, polls, quick Q&As

CAROUSEL (INSTAGRAM)

A swipeable set of 3–10 photos. Great for telling a story in steps — before/after, a process, a collection of products, tips.

Best for: tutorials, showcases, multi-part stories

REEL (INSTAGRAM)

A short video (15 seconds to a couple of minutes). It can be a slideshow of your photos set to music, or quick clips you film on your phone.

Best for: reaching new people, showing personality, behind-the-scenes

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Caption tips

- **Start with a hook.** Don't lead with "Hi!" Try: "This took us three months to perfect..." or "The most-asked question we get is..."
- **Be genuine.** Write like you're texting a friend, not writing a press release.
- **End with a call to action.** "What do you think?" / "Tag someone who needs this." / "DM us for details." / "Link in bio."
- **Keep it short.** 3–5 sentences is plenty. People are scrolling fast.
- **Add a location tag.** Especially if you're a local business — it helps people nearby find you.

Notes: