

The Posting Handbook



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52 Instagram Posting Prompts



Welcome to The Posting Handbook! All posts you create should provide intrigue and value to your ideal follower and buyer—because that is what sparks engagement... and what leads to sales.

Use this resource to quickly cure your writer's block, inspire your next post, and make sure that you include every strategic and important element required to post in all of Sue B.'s neighborhoods.

Before you proceed, it's important to note that you don't HAVE to use every single idea in this resource. It is important to understand your goals on social media and what kind of posts will help bring you closer to that goal. **LET'S GET STARTED!**

Determine the Intention or Goal

Before you start a post, determine the intention or goal. What's in it for them! When you are creating content for your Instagram account, you should always be aware of the goal of your posts, and why your audience would be interested.

GOAL:

Segments of a Winning Post

Start With A Hook The first few words or line in your description need to be strong in order to entice people to expand the text and read and engage with you. Followers can only see 33-34 characters before they must hit “read more”.

The Meat The bulk of your description, used to educate, entertain, inform, or inspire your followers.

The CTA CTA stands for “Call to Action”. A CTA is an action that you suggest your follower take after reading your post. It can be as simple as asking for a comment, a DM, or to click the link in your bio which might direct to your website, sales page, or to sign up for your email list in some way. Not every post needs an overly aggressive CTA (like buy this from me!), but asking a question of your audience keeps them engaging.

Post Intentions

Educate Posts with this intention reinforce your expertise and credibility. Tell your story, explain your skill, show off your knowledge base and abilities, and share your experience with your clients.

Entertain Posts with this intention are meant to show off your sense of humor and your personality. They should help your audience feel like they know you.

Inspire Posts with this intention are meant to create connection with your audience members. They should motivate your audience and help them relate to you.

Inform Posts with this intention normally have a very direct CTA, helping to notify your audience of important information.

BEFORE YOU DIG IN, It's important to remember that even if all 4 categories are useful for you and your business, do not feel the pressure to post from these categories at an even ratio or in a rotating manner, you should be following your content bucket strategy and use the ideas to help post in those buckets. Truth is, you will probably use education captions more often, to establish your knowledge and expertise, which is why we provided the most prompts in that category.

When you see the following symbols you'll want to make sure you customize the text.

[BLANK] Fill in the blank with your own product, service, offer, or other necessary wording.

[X] Use a number here where you plan to list a series of points within your email

Educate

1. **SHARE** about what you do.
2. **SHARE** what motivates you.
3. **SHARE** about something you have to do every day.
Ex. Mine is getting some exercise in.
4. **SHARE** something about your education or passion.
5. **GIVE** some advice and share your perspective. Be clear; the more often you can break something down into steps, the more apt your followers will read it.
6. "I've been thinking about this for a long time..."
7. Is there something you can share about you or your business that will make people feel closer to you? Like they've been let in on a secret?
8. **SHARE** about who you are.
9. **SHARE** a situation that has impacted your entrepreneurial journey.
10. **SHARE** a personal life story that has made you grow into the business person you are now.

11. The main reason behind your work or mission.

12. **SHARE** the main reason you started your company.

13. “You won’t believe what just happened...”

14. “In Case You Missed It (ICYMI)...”

15. **SHARE** amazing feedback from a client.

Ex. Did someone try your product and it made a big difference in their lives?

16. “The easiest way to **[BLANK]**.”

Share any tips or hacks from your industry. Sometimes the most simple tips that seem natural to you aren’t very natural to others, and this establishes your expertise.

17. “Can I ask you a question?”

Ask something you need to know about your customers that can help you make a decision in your business or design an offering.

18. **TAKE A POLL** in your caption.

Ask what your audience wants to see from you or give them 1-4 options and they can put in the comments below which one applies most to them. This would also be your CTA.

19. “**[X]** ways to finally get started with **[BLANK]**.”

Everyone loves tips they can implement right away—most of my content @theinstagramexpert gives actionable tips with Instagram strategies.

20. List out 5-10 ways someone can make the next step in your industry.

21. “Here’s what we’ve been up to...”

***SIMILAR:** “Over the past **[BLANK]** we (or I) have been **[BLANK]**.” You can share something you have been working on, maybe you are producing a new physical or online product, a services, or something internal that will improve your quality of life or customer service down the road.*

22. “The latest, newest, and freshest **[BLANK]** of the season/year.”

23. Go deeper with what's new in your business right now and how you are adapting to the change or at the forefront of it.
24. What trends or new releases are you seeing in your industry?
Are these things worth the time and attention they are getting?
25. "The wait is officially over"
Share something new that you have created. Do you have a product launch, service launch, are you able to provide something new online even a great piece of information?
26. "How to get started with **[BLANK]**..."
Provide information in a step-by-step process for people to get started with whatever you teach.
27. "What to do when you **[BLANK]**..."
28. Share why you have changed the way you work or who you work with.

Entertain

29. "It could be a lot worse..."
30. "Here's a true story..."
31. "The funniest way I got a client/customer..."
32. "My favorite fuel for a productive day..."
33. "My dance party to get out of a funk. Join me!"
34. "Inspiration for your next **[BLANK]**."
35. Share how you celebrate a holiday or special event.
36. "What you probably haven't considered when it comes to **[BLANK]**."

Inspire

37. "The quote that brings me perspective..."
38. "My business mantra..."
39. "[X] ways to stop feeling overwhelmed..."
40. "What I do when I feel stuck..."
41. "How [BLANK] changed my life..."
42. "Here's my ideal day of work.... What's yours?"
43. **SHARE** a business philosophy.
44. **SHARE** a story from personal experience that motivates your client to take the first or next step. It could share how you first started in the space, or even a story of a client.

Inform

45. "Flash sale alert! Don't forget your special code [BLANK]."
46. "Last chance to sign up for [BLANK]."
47. "Want to know more? Read my blog post, link in bio!"
48. "Frustrated with [BLANK]?"
49. "[X] is coming soon..."
50. "Sign up for our newsletter to learn [BLANK]."
51. "Click over to my website (link in bio) to get our coupon code"
52. "[X] Tips to help you get through a bad day..."

Copy-and-Paste Calls To Action



Now that you've decided the intention of your post and have an idea of what you are going to say, you need to pick the CTA for your post.

It is important to remember that a CTA does not mean that you are selling, you are simply instructing your followers to your next action. Most often this can include asking for engagement.

Notice any emojis, emotions, timing or actions listed could be changed to align with your brand or with a specific post. Get creative!

Double tap and give this post a ❤️ if you agree with _____.

👎 Thumbs down if you don't agree with _____ and tell me why!

👍 Thumbs up if you are going to go take action today.

Comment below 📍 which number made you say "I need to do that", 1, 2, or 3?

What do you need most help with from the list above?

Shop the brand new collection by clicking the shoppable link here.

Tell me below, what is your favorite _____?

Come back tomorrow for tip 2 in my series.

Tag someone below that would appreciate this reminder.

Get one before they run out through the link in our bio.

Click the Contact button in my bio to get in touch about _____.

New product launching tomorrow! Can you guess what it is?

Click the “Message” button in my bio, and let’s start talking about it.

Those are my tips, but do you have any additional recommendations?
Help a sister out and tell me below.

Stay tuned—visit my stories tomorrow at 10am EST for an exciting announcement!

Share this post with your business bff by hitting the DM icon below (the airplane).
You know she’ll appreciate the reminder!

I released a new video on my YouTube channel, head over to my channel
by clicking the link in my bio to watch.

Put an 🙌 in the comments below if you are ready to make things happen
on this Monday morning.

👉 Let me know in the comments how you are going to _____.

I’m curious, have you _____ to _____? Share below.
Up for the challenge? Post a story and tag me when you do.

What do you think? Give me a Yes or No in the comments.

Click the link in my bio to see the options available now.

Watch the _____ (video, training) linked in my bio, and you could
get a free _____.

Share what you are obsessed with right now in the comments so we can all check it out.

Use the code below for a discount - but act fast it’s only available for 24 hours!

This could be your last chance this year—comment below if you are in.

Show me your _____ and use the hashtag _____ and tag me in your post so I see it.

I just went live taking about _____! The replay is available now in my Stories — but don't delay it's only available for 24 hours.

For a short time only, I'm _____. DM me for more information. Let's hear it, what is your _____?

Tell me 3 things that are _____ (inspiring you, motivating, on your to-do list etc).

👉 Tag 3 people who need this info.

Do you feel confident with _____ ? Tell me below 📌

Which _____ is your style?

🔖 Bookmark this _____ (tip, recipe, idea, thought, product) so you can come back to it later by clicking the ribbon below the post.

Want _____ (to learn more, the guide, resource, discount code) DM me and I'll send it to you! Comment below if you want me to send you _____.

If you are ready for _____ I have a few left (spots, product) head to the link in bio (or DM).

Go ahead and nominate the person who inspires you daily in the comments below.

Don't want to miss out? Then register in the link in my bio.

Know someone this would be good for? Hit share and let them in on the opportunity.

Questions? I'm here paying attention to YOU. Leave them in the comments below. Let's talk.

Are you able to _____ (work with a messy desk, work with your kids around, work on the go)?

Which one are you?

Want to know more about _____ sign up for my email list (link in bio) and receive _____.

Commitment will make this my best year yet. What are you committed to?

I do X, Y & Z Tell me below what is your process?

Comment below with READY if you are ready to make an impact.

Take a look and watch the video. Comment below 📌 with your BIGGEST takeaway.

Can you relate to this? Let me know in the comments below.

Would you be interested in learning how to _____? Let me know in the comments and I'll create more like this for you.

Your turn ... comment below 📌

The Ultimate Instagram Posting Checklist



RSG PRO THE ULTIMATE INSTAGRAM POSTING CHECKLIST

Before hitting post on any new piece of content in one of Sue B's Neighborhoods, use this cheat sheet to make sure you have included all aspects of a "perfect" Post, Story, Live and Reels.

Use this chart as a reminder of the defining features of the neighborhoods.

NEIGHBORHOOD	CONTENT MEDIUM	DEFINING ASPECTS
Posts	Photo, Video, or a combination up to 10 photos or videos (called a Carousel)	<ul style="list-style-type: none"> • Permanent fixtures on your profile • Shown in the newsfeed
Reels	Short form multi-clip videos with audio, effects and other creative tools, 15, 30 or 60 seconds in length	<ul style="list-style-type: none"> • Organic reach in the algorithm is high • Featured in a special area of the app and in the newsfeed
Stories	Photo or video up to 15 second clips in length shown in a slideshow format	<ul style="list-style-type: none"> • More in the moment • Visible for 24 hours unless saved in highlights • Can upload longer video (up to 1 minute), but Instagram will still clip into 15 second segments
Live	Real-time broadcasted video, 60 minute time limit	<ul style="list-style-type: none"> • Live interaction with the community • Can broadcast with up to three other accounts • If under 10 minutes, it can be immediately downloaded or posted for replay views, if over 10 minutes, it can be saved to archive and downloaded to phone to be posted later

POST

Publishing a Post:

- Include a quality visual (image or video) that uses your consistent brand colors.
- Ensure your content and/or caption entertains, informs, inspires or educates.
- Use a Hook, an intriguing first few words in the description to get people to click “read more” and read the whole description.
- Make sure the text in your description is visually appealing. Use bullet points, space between lines and/or emojis to draw attention to important parts. Make it easy to skim and still catch details.
- Include a CTA (call to action) asking for comments, directing to your bio, a direct message, a visit to a post in another neighborhood, etc.
- If you are recording a video... did you ask watchers for engagement throughout the video, such as “Do you agree? Give me a thumbs up in the comments” or “Like this post if you want me to do more video on this topic”.
- Use a geotag (if applicable to your business).
- Invite a collaborator to your post if relevant.
- Include hashtags at the very bottom of the caption.
- If you are posting a video—be sure to pick a good cover image you would be happy with in your feed.
- Review your insights regularly to inform you on how to tweak your content strategy based on performance.

STORIES

Publishing Stories:

- Start with a clip that hooks the viewer in, introduces the story and gives context so people keep watching.
- Use text to share a few bullets or a sentence describing what you are saying for people who want to click through quickly or don't use sound. Many people watch stories on silent!
- Add a gif, or other engagement stickers to improve the creativity and potential for engagement with your followers. Just not too many!
- Include a CTA (call to action) such as “head over to my feed and leave a comment”, “send me a direct message”, or “tap back to answer the question on my engagement sticker”.

- Consider starting a new highlight or adding your clips to an existing highlight.
- Be aware of engagement! Check back in to reply to direct messages.
- Track your Insights to understand which content performs better for your audience.

LIVE

Before Your Instagram Live:

- If you have never gone Live before, consider doing a “Practice Room”.
- Decide how long you want to broadcast on Instagram Live ahead of time. Schedule the broadcast like an appointment on your calendar, and make sure you add a buffer of at least 15 minutes before and after your decided “live time”. Then schedule it within the app, that way your audience will be aware of the broadcast.

If the follower is currently signed into Instagram or has notifications turned on for your account they will be notified immediately.

- Make sure you’ve gone into your Instagram Camera Settings and turned on “Save to Archive” so that you’ll always have the option to save your video and repurpose it if you need to. You can do this just before you hit broadcast, while you have your camera open. On the top right with the “settings” gear. You should only have to do this once.
- Plan your primary topic of conversation and the key points you want to cover. Next, make a list of the key notes and position them next to you during the broadcast. The notes will help you stay on track while your live and ensure you don’t forget any important points. Include the call-to-action for this live stream. Remember it can be as simple as “like my last Instagram post” or could direct them to read a blog post or sign up for a webinar.
- Broadcast next to a window for great natural light!
- Promote your Instagram Live before you start your broadcast. This can be done in a few different ways, depending on what social platforms you are most active on.
 - Post on Instagram announcing the time and topic of your livestream.
 - Share on your Instagram Story before you go live.
 - Put a post on your Facebook Business Page or inside of your Private Facebook group.
 - Tweet to your Twitter followers your plan to go live and be sure the tweet includes your Instagram handle.

During Your Instagram Live:

- ❑ Eliminate as many distractions as possible so you can deliver your best content. Choose a space that is private and quiet and make sure your phone is charged or connected to the charger. A quiet space will also ensure that your audio is clear for the viewers watching.
- ❑ Pin a comment with the topic of the broadcast at the beginning for your “title”. This will help people who start viewing part way through your broadcast (after you explain what you are talking about) still have an understanding of the topic of conversation.
- ❑ During the broadcast use multiple calls to action at the start, middle and end. This helps the people watching understand why they should continue to stay on the live stream.
- ❑ Pay attention to comments from viewers as they come in so you can clarify any confusing content. If you are having difficulty reading comments while they are coming in then tell the viewers that you are available via Direct Message to chat or to add a comment to your most recent post for assistance.
- ❑ Include a call to action halfway through the broadcast and at the end of the broadcast.
- ❑ **(OPTIONAL)** Invite a guest (or two, or three) to join you. When you do, you’ll be able to all be on at the same time and each of their audiences, as well as yours, will get notifications.

Remember to relax! Be yourself and talk as if you are talking to your ideal customer or client not hundreds of people on Instagram. Those who are meant to watch and follow you will stick around because they are attracted to your authentic personality.

After Your Instagram Live:

- ❑ Repurpose Your Live
 - ❑ If your live was under 10 minutes and you want to be able to review or repurpose the content you shared on the Instagram Live, you have two options. Immediately after you end the broadcast you can hit the “Share” button to save your Instagram Live to your Feed as a Video post. The comments from your live will not show. You can also “view in live archive” and from there you can download it to your camera roll. This is helpful if you want to add captions or just post it at a later date.

- If your live was over 10 minutes, and you want to be able to review or repurpose the content you shared on the Instagram Live, You'll want to view your live in the Live Archive and Download it for later use. It can not be directly shared/posted to your feed if over 10 minutes.
- Follow up with engaged viewers in the Direct Message or in Instagram notifications for any comments on posts that pertain to the Instagram Live. Consider going to their Instagram account and leaving a comment on their post.
- Review your Insights to learn what worked and what didn't.

REELS

Publishing a Reel:

- Capture attention and make clear what's in it for your followers in the first segment of the Reel. Use the text tool to write out your 'hook' on the screen, so someone understands what they are going to see or learn in the Reel.
- Is your on-screen text or stickers visible in all views? Keep your on screen text as close to the middle of the screen as you can to make sure it doesn't get cut off in the feed, in the newsfeed or covered up by your captions and the engagement buttons.
- Use text colors, fonts, filters or extra elements that fit your branding visuals and will fit in with your feed.
- Does your text stay up long enough to read, but is short enough to keep attention?
- Use trending audio when relevant to increase the exposure of your Reel.
- Download a Reel to your camera roll after you complete it if you want the chance to use it again in a Story or are planning to post it on another date.
- Select a cover image you would be happy to show within your feed.
- Write a description similar to your Post descriptions as outlined above. You can have up to 2,200 characters. But remember the first few lines should include a Hook and it should include a CTA.
- Consider using an @mention to tag relevant accounts or adding a collaborator when relevant.
- Add hashtags to increase the exposure of your post.
- Remember to pay attention to the comments you get, especially within the first 24 hours of it being posted.

It doesn't stop once you've posted creatively and strategically. Take these additional steps after posting to get the most out of every single post.

- ❑ When you complete any post, consider going back immediately after posting and reviewing the text or watching the video to make sure everything is posted and working as you want it to be. You never know if a video is corrupted or if an audio is incorrect!
- ❑ Expand upon the post in another neighborhood. For example, when you share a Post you can expand on the topic through Stories. Use one neighborhood to drive traffic to another.
- ❑ Give a post more life by adding a recap or reaction post to expand on what you are seeing. This doesn't mean you can't also talk about the topic another time!
- ❑ Take action and continue to connect with those who are liking and commenting on the post. Engage with them, and if there is something you can discuss in a direct message about, do that and add a personalized note, video or link to support them.
- ❑ Use conversations that you have with followers to spark new ideas for future content. Keep a list of post ideas and add any questions and reactions that come up to that list.