

30 Social Prompts for Service-Based Businesses

Use these 30 ready-to-go social media prompts to create engaging posts for your service-based business. Each idea includes a text prompt and a suggested image or graphic to pair with it.

1. Share a customer testimonial

Suggested image: Screenshot of a 5-star review with your logo overlay.

2. Behind-the-scenes look at your work

Suggested image: Photo of your team in action on a job site.

3. Before-and-after transformation

Suggested image: Side-by-side images showing results of your service.

4. Introduce your team

Suggested image: Group shot or fun candid of your staff.

5. Explain a common industry myth

Suggested image: Graphic with 'Myth vs Fact' text overlay.

6. Showcase your tools or equipment

Suggested image: Flat lay or action shot of tools in use.

7. Highlight a current promotion

Suggested image: Simple graphic with offer details and bold CTA.

8. Celebrate a holiday

Suggested image: Festive image with your branding (e.g., fireworks, seasonal colors).

9. Answer a frequently asked question

Suggested image: Graphic with 'FAQ' header and your logo.

10. Share a safety tip

Suggested image: Photo of PPE, safety signage, or a checklist graphic.

11. Spotlight a specialty service

Suggested image: Close-up image of a service in action.

12. Post a quick how-to tip

Suggested image: Short video or infographic-style graphic.

13. Feature a local partnership

Suggested image: Photo of your business alongside another local company.

14. Talk about your company values

Suggested image: Photo of your team/community work.

15. Share a fun fact about your industry

Suggested image: Text-over-image graphic with brand colors.

16. Post a reminder about seasonal services

Suggested image: Seasonal stock image with branded overlay.

17. Thank your customers

Suggested image: Graphic with 'Thank You' text and your logo.

18. Share your business story

Suggested image: Old photo of your early days or a timeline graphic.

19. Introduce a new service or product

Suggested image: Photo of the new service in action or announcement graphic.

20. Promote a blog post or resource

Suggested image: Screenshot of your blog page with link in bio.

21. Celebrate a milestone

Suggested image: Photo of your team with text overlay (e.g., '500 jobs completed!').

22. Showcase community involvement

Suggested image: Photo of volunteering or local sponsorship.

23. Give a pro tip

Suggested image: Quick video of you explaining something in under 60 seconds.

24. Share a motivational quote

Suggested image: Branded quote graphic with industry relevance.

25. Do a throwback post

Suggested image: Old photo with #ThrowbackThursday or #TBT hashtag.

26. Run a poll or question

Suggested image: Screenshot of poll feature or graphic with question text.

27. Highlight an employee of the month

Suggested image: Portrait photo of the employee with fun facts.

28. Share a client success story

Suggested image: Photo of completed project with customer quote overlay.

29. Announce availability or scheduling slots

Suggested image: Graphic with calendar icon and CTA to book now.

30. End-of-week wrap-up

Suggested image: Casual photo of the team with text like 'That's a wrap!'