

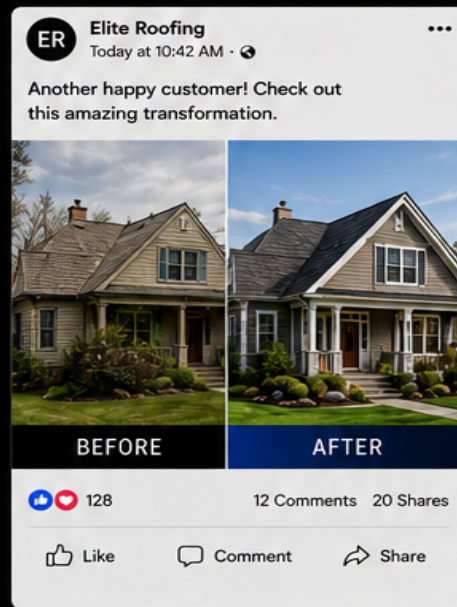
FACEBOOK & INSTAGRAM POST BASICS GUIDE

VOL. 1

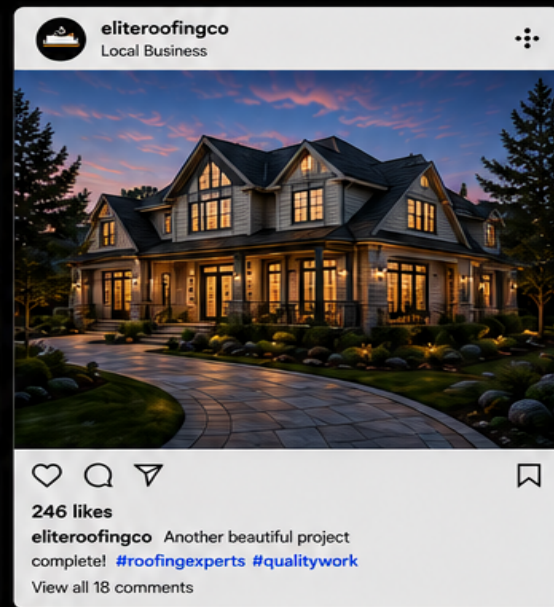
Learn the essential post types, content strategies, and best practices to grow your business online.



FACEBOOK FEED



INSTAGRAM FEED



REELS EXAMPLE



TESTIMONIAL POST



EDUCATIONAL POST



1 THE 80/20 CONTENT RULE

**80%
VALUE**

Provide value first, build trust, and the sales will follow.

**20%
PROMOTION**

- ✓ EDUCATE
- ✓ INFORM
- ✓ INSPIRE
- ✓ ENTERTAIN
- ✓ BUILD TRUST
- ✗ CONSTANT SALES POSTS

2 THE 5 ESSENTIAL POST TYPES



EDUCATIONAL
Share tips, how-to's, and helpful advice.



PORTFOLIO
Showcase your work with before & after photos.



TESTIMONIAL
Share customer reviews and success stories.



COMMUNITY
Highlight local events, give back, and get involved.



PROMOTIONAL
Special offers, new services, and promotions.

4 IMAGE & VIDEO BEST PRACTICES

USE:

- ✓ Real employees
- ✓ Real customers
- ✓ Real projects
- ✓ Before & after photos
- ✓ Short videos & Reels

AVOID:

- ✗ Generic stock photos
- ✗ Overly salesy graphics
- ✗ Low quality images
- ✗ Too much text
- ✗ Cluttered or busy posts



6 WEEKLY CONTENT CALENDAR

MONDAY		TIP / EDUCATIONAL Share a helpful tip or how-to.
WEDNESDAY		PROJECT / PORTFOLIO Show a before & after or highlight a recent project.
FRIDAY		TESTIMONIAL Share a customer review or success story.
SATURDAY		COMMUNITY Highlight local events, thank your team, or give back.

7 COMMON MISTAKES

- ✗ **NO CALL TO ACTION**
People don't know what to do next.
- ✗ **POOR IMAGE QUALITY**
Blurry or dark photos hurt your brand.
- ✗ **INCONSISTENT POSTING**
Irregular posting = low visibility. All sales, no value = lost followers.
- ✗ **NUBRANDING**
Unbranded posts look unprofessional.

8 PRO TIPS FOR BETTER RESULTS

- ✓ **SHOW FACES**
People connect with people.
- ✓ **USE VIDEO**
Videos get more reach and engagement.
- ✓ **POST CONSISTENTLY**
Stay top-of-mind with your audience.
- ✓ **TELL STORIES**
Stories create emotional connections. Provide value, build trust, grow your business.

CREATE. LEARN. GROW.

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