



15 Ready-to-Use Social Media Captions for Business Owners



Mastering the Art of Sharing (but not oversharing)

Your audience wants to hear from you and get to know you, but oversharing (or sharing inappropriate topics) comes with its own set of problems. Sharing engaging things about yourself will help you build the kind of connections that improve revenue and customer loyalty.

If you want to help your customers (and potential customers) get to know you better, we have 15 conversation starters (and post templates you can customize) to help.

1. Your Favorite Local Spot

📍 “When I’m not at [Your Business], you’ll probably find me at [Local Spot] [verb that fits that business] on my favorite [favorite thing about that business]. What’s YOUR go-to place in town?”

Example: When I’m not here, I’m at Rocco’s Bookstore sipping my favorite caramel latte and perusing the true crime books. What’s YOUR go-to place in town?

2. Morning Rituals

How do you start your day? Share it with your audience.

☕ Example: “Confession: I’m 90% coffee, 10% small business owner in the morning. How do you start your day?”

3. Behind-the-Scenes Moments

What is working in your line of business really like? Keep it positive but don't be afraid to show the hard work or humor behind your day.

👉 “Behind the scenes isn't always glamorous. Today it's [describe something funny/chaotic or show a picture or video of what you're working on]. What's something most people don't know about your line of work?”

4. Local Events You Enjoy

This is a great way to give a shoutout to another business or group.

🎵 “Loved spending my weekend at [Event Name]! Who else was there? 🙌”

5. Your “Small Joys”

Life can be overwhelming. Sharing what keeps you grounded can help others feel the same.

🌅 “Today's joy: [small moment—like a great cup of coffee, a laugh with a customer, or a pretty sunset]. What made you smile today?”

6. Books or Podcasts You're Loving

📖 “Currently reading/listening to [Book/Podcast]. It's got me thinking about [short insight]. Any recommendations I should add to my list?”

7. Pet (or Plant) Adventures

🐾 “Meet our unpaid intern, [Pet's Name]. Their specialties include napping, snack theft, and morale boosting. 🐶 🐱 Show me your ‘coworkers’ in the comments!”

People love to talk about their pets and share photos. Plus, it gives you a point of conversation when a loyal customer shares something about their precious fur baby.

8. Food Finds

Give other businesses a chance to shine by asking people their favorite or giving them a scenario and asking where you should go such as, “It's Taco Tuesday. Where are the best fish tacos in town?” or “I love the fish tacos at Julies. Are you team fish or team beef when it comes to that delicious dish?” By asking, you'll discover people have big feelings about fish tacos (and Hawaiian pizza).

🍕 “Friday night = pizza night. Always. What’s your weekend food tradition?”

9. Music on Repeat

🎧 “On repeat in the shop/office today: [Song/Band]. Drop your current favorite in the comments—I need new tunes!”

It can also help when asking for new tunes to give a reason behind your ask like a workout mix, soothing sleep, or romantic date night track.

10. Hobbies and Hopes

🏃 “Training for my first [hobby/goal]. Wish me luck! What new hobby have you picked up this year?”

Not only does this connect you to your audience, but it also encourages people to try new things. This can be helpful for those who are interested in something your business specializes in. Maybe they’ve thought about starting a hobby that you’re a pro at and explaining that you started something will make them feel more welcome. For instance, if you’re a gym owner, make sure you tell people that everyone is welcome whether it’s their first workout in 20 years or their 2,001st. Conversely, if you’re for pros only be specific about that.

Sometimes the hardest part of trying a new business is wondering if it’s for you.

11. Throwback Stories

📺 “Throwback to my very first day running [Business Name]. I had no idea what I was in for! Do you remember your first day at your job or business?”

You can also rephrase the question and ask people what their first job was. Everyone has a first job.

12. Community Pride

❤️ “One of the things I love most about [Your Town] is [specific detail]. What’s YOUR favorite thing about our community?”

13. Your Workspace Quirks

✍️ “True story: I will fight anyone who tries to take my favorite pen. 😄 What’s one thing you always keep at your desk?”

Or ask people what drink is in front of them right now. Asking what's inscribed on their coffee mug is also a fun question with potentially hilarious results.

14. Seasonal Traditions

🍁 “It’s officially [season/holiday]! Around here that means [tradition]. What’s your favorite tradition?”

15. Gratitude Posts

“Just taking a moment to say THANK YOU to every customer who has supported us. You’re the reason we get to keep doing what we love. 🧡 What’s something you’re grateful for today?”

🌟 Pro Tip: Add a quick photo or short video to each of these posts (your coffee mug, your pet, your desk, your town’s mural, etc.). Visuals + these captions = maximum engagement.

If you think of your posts as a conversation and not a monologue, you’ll open up a new connection between your business and your audience. That can be fun and lucrative.

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