

30 TRUST-BUILDING POST PROMPTS

BUILD AUTHENTIC CONNECTIONS WITH YOUR AUDIENCE

How to Use These Prompts

Each prompt is designed to help you share authentically while building trust with your audience. Choose prompts that feel genuine to you and your business. Remember, authenticity can't be faked – if a prompt doesn't feel right, skip it and come back to it later or just leave it.

BEHIND-THE-SCENES – SHOW THE REAL YOU AND YOUR PROCESS

1. Share your morning routine

- Shows you're human and gives insight into how you start your day with intention.

2. Post a photo of your workspace and explain why you chose each key item

- Reveals your working style and values through the environment you've created.

3. Show a mistake you made recently and what you learned

- Demonstrates vulnerability and growth mindset – people trust businesses that learn from errors.

4. Share what you're currently learning or studying

- Shows you're committed to improving and staying current in your field.

5. Post about a challenging day and how you handled it

- Authentic struggles make you relatable and show resilience.

6. Show your planning process (how you organise your week/month)

- Gives confidence in your organisational skills and professionalism.

7. Share a photo of something that inspires you in your workspace

- Reveals your motivations and what drives your work.

8. Post about a time you had to say no to a project and why

- Shows you have boundaries and standards, indicating quality over quantity.

9. Share your favourite business tool and why you chose it

- Demonstrates thoughtfulness in your business decisions and provides value to others.

10. Show your "real" vs "Instagram" workspace

- Honest representation builds authenticity and relatability.

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VALUE & EXPERTISE – SHARE YOUR KNOWLEDGE WITHOUT BEING SALESY

1. **Share three quick tips related to your industry**
 - Provides immediate value and demonstrates your expertise.
2. **Explain a common misconception in your field**
 - Shows industry knowledge and helps educate your audience.
3. **Post about a trend you're seeing and your perspective on it**
 - Demonstrates you're current with industry developments and have informed opinions.
4. **Share a lesson you learned from a mentor or course**
 - Shows continuous learning and gives credit to others who've influenced you.
5. **Explain why you do something differently than others in your industry**
 - Highlights your unique approach while respecting different methods.
6. **Share a resource that has helped your business (book, podcast, tool)**
 - Provides value to followers while showing what influences your thinking.
7. **Post about a problem you help clients solve regularly**
 - Demonstrates expertise while helping potential clients identify if they need your help.
8. **Share advice you wish you'd known when starting out**
 - Shows vulnerability about your journey and provides value to newcomers.
9. **Explain a process you use to deliver great results**
 - Gives insight into your methodology and builds confidence in your approach.
10. **Post about something you've changed your mind about professionally**
 - Shows intellectual honesty and adaptability – key traits of trustworthy professionals.

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CONNECTION & STORY – BUILD RELATIONSHIPS THROUGH STORYTELLING

1. **Share why you started your business**
 - Origin stories create emotional connections and show your "why."
2. **Post about a client success story (with permission)**
 - Provides social proof while celebrating client achievements.
3. **Share a personal value that influences how you work**
 - Shows what drives your decisions and helps attract aligned clients.
4. **Tell the story of your biggest business failure and comeback**
 - Demonstrates resilience and humanizes your business journey.
5. **Post about someone who inspired you recently**
 - Shows gratitude and that you notice good in others – trustworthy traits.
6. **Share a tradition or ritual that's important to your business**
 - Creates unique brand personality and shows consistency in your approach.
7. **Talk about a time a client taught you something valuable**
 - Shows humility and that you value client relationships beyond transactions.
8. **Share what you're most proud of accomplishing this year**
 - Celebrates achievements while giving followers insight into what matters to you.
9. **Post about a cause you support and why it matters to you**
 - Shows your values and demonstrates that you care about more than just profit.
10. **Share your vision for where you want your business to be in a year**
 - Shows forward thinking and gives followers insight into your commitment and direction.

Remember: The goal isn't to use all 30 prompts quickly. Pick the ones that feel right for where you are in your business journey and save the others for later. Trust builds over time through consistent, authentic sharing.

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