

QUESTIONS TO ASK TO BOOST SOCIAL MEDIA ENGAGEMENT

- What's your favorite _____?
 - Season. Post with a graphic of the current season.
 - Color. Post with an image of something you made that is your favorite color.
 - TV show/movie. Post with a shot of you working on the computer while watching your favorite show.
 - Type of music. Post with an image of you working, and tell what music you have playing. Share the link to video/song.
 - Food. Post with an image of your lunch break eating your favorite food. THEY LOVE TO SEE YOU.
 - Sport. Post with a picture of a sports related product you sell. SPORTY BOOK, Sporty PRE-MADE? Could be any trope as well.
 - Book. Share what you read when you aren't working. ASK FOR RECS as well. Remember its all about the conversation.
 - Share a book you designed/published/created. Ask audience what their favorite cover is in _____ genre.
 - Holiday. Include a link to your holiday themed products.(great time to lead to holiday sales, products or just you in/around holiday treats/themes.
- Which one do you like better?
 - Post a photo of two versions of a product you created, then ask which one fans like better.
 - Post two different supplies (like paper) and ask which one they like better. Share your fave.
 - Coffee or tea? Then, share a coffee or tea related product.
 - Beer or wine? Then, share a photo of a wine glass or beer – maybe a pre-made, tee or fave branded freebie you have.

- Would you rather _____ or _____?
 - Buy something handmade or make it yourself?
 - Give a gift or get a gift?
 - Plan your days or choose on the fly? Share your answer.
 - Be early or late? Then, share your answer.

- If you could _____...
 - Travel back in time, would you? Reminisce about the first days you started your business.
 - Meet anyone, who would it be? Share who you'd meet and why. Keep it tied to your business.
 - Retire today, what would you do with your free time? Of course, share that you'd keep running your craft business!

- What if _____?
 - You won the lottery... what would you do with the money?
 - You could travel anywhere in the world... where would you go?
 - You had to move to another country? Where will you go?

- What was your _____?
 - First car?
 - Last vacation?
 - Job?
 - Pet? Share a pet related product.
 - First Etsy purchase from us?
 - Favorite gift? Tie this into products that make good gifts from your business.

- When you were a kid, what _____ did you want?
 - Career. Share what career you wanted when you were a kid, but share why owning a small business turned out better.
- Current events.
 - For big games: Which team do you want to win? Then, share a sports related product.

- For political events: Which side are you on? Then, share a political product you sell.
- Award shows/TV premieres: Who is your favorite actor and why? Then, share yours. Or, share a general movie/TV themed product.
- Share a photo of _____.
 - A product you bought from us.
 - Your family. Then, share one of yours.
 - The day you became a mom or dad. Then, share yours.
- Ask us anything!
 - Ask social media followers to ask you anything about your business in the comments, then answer their questions. This is a fun way to also show the human side of your business.
- Fill in the Blank: _____ inspires me.
 - Choose a product or two that you sell and tell what inspired them.
- If we _____ what would you do?
 - If we gave you \$1000 to spend in our shop, which products would you stock up on?
 - If we offered classes, which product would you like to learn to make?
 - If we offered to make you anything, what would it be?
- What's on your bucket list?
 - Share what is one your personal or business bucket list.