



CHIRPY

The 7-Day Social Media Starter Pack

For Local Businesses

Seven ready-to-use post ideas. A caption formula.
A weekly rhythm template you can reuse every month.

No content team required.

7 Post Prompts

Caption Formula

Weekly Template

Free Trial CTA

- 7 daily post prompts — each with a caption formula and worked example.
- ⇒ ■ A 3-part caption structure that works for any local business.
- A Mon / Wed / Fri weekly rhythm template to reuse every month.
- A free trial CTA so you can automate the whole workflow.

Stay consistently visible — without juggling tools or managing AI prompts.

chirpy.me

Welcome.

Here's how to get the most from this guide.

Staying visible on social media is one of the most important things a local business can do — and one of the most commonly skipped. Not because you don't care, but because the workflow feels complicated and time-consuming.

This guide fixes that. Work through one day at a time, post each prompt when it suits you, and by the end of the week you'll have a rhythm you can repeat every month.

What's inside

-  **Days 1–7**
Seven daily post prompts, each with a caption formula and a worked example.
-  **The Caption Formula**
A three-part structure — Hook, Value, Action — that works for any post.
-  **Weekly Template**
A simple Mon / Wed / Fri posting system you can reuse every week.
-  **What's Next**
How to automate this entire workflow with Chirpy's free trial.

How to use this guide

Work through one day at a time. Each prompt takes about 5 minutes to turn into a post. You don't need to follow the exact order — adapt any day to what's happening in your business. At the end, use the weekly template to keep the rhythm going long-term.



Your 7-Day Plan

One post idea per day. Adjust, photograph, publish.

DAY 1 — BEHIND THE SCENES

POST PROMPT

Show something your customers never see — your morning prep, your team at work, or the effort behind what you do. People connect with the people behind the business.

CAPTION FORMULA

[What's happening] — [Why it matters to your customer]

EXAMPLE:

"We start prepping at 6am so everything is fresh when you arrive. This is what Sunday morning looks like for us."

DAY 2 — PRODUCT OR SERVICE SPOTLIGHT

POST PROMPT

Pick one thing you offer and make it the hero. A close-up photo, a short video, or a simple well-lit image. Keep the caption tight — one benefit, one action.

CAPTION FORMULA

[Product/service] — [One-line benefit] — [Hours / booking link / location]

EXAMPLE:

"Our new seasonal menu is here. Fresh ingredients, locally sourced. Open Tuesday–Sunday from 11am. Link in bio to book your table."

■ PRO TIP

Post at the same time each day to build audience expectation. Evenings (6–8pm) and weekends work best for most local businesses.



DAY 3 — COMMUNITY & LOCAL LOVE

POST PROMPT

Mention something happening in your local area — an event, a neighbouring business you admire, or a community moment your audience cares about. Local content builds loyalty.

CAPTION FORMULA

[Local reference] — [Why you love your community] — [Soft invitation]

EXAMPLE:

"Proud to be part of this community. Huge shoutout to the local market happening this weekend — come find us there, or stop in before you go."

DAY 4 — CUSTOMER STORY

POST PROMPT

Share a review, a result, or a transformation in your customer's own words. Real feedback is your most powerful content — it builds trust faster than any promotion.

CAPTION FORMULA

"[Customer quote]" — [Name or first name] — [Soft CTA]

EXAMPLE:

"Honestly the best experience I've had. Will definitely be back." — Sarah M. If you've visited us recently, we'd love to hear from you."

■ WHERE TO FIND REVIEWS

Google Business Profile, Facebook reviews, direct DMs, and in-person feedback are all fair game. Ask your best customers if you can share their words.



DAY 5 — USEFUL TIP OR FACT**POST PROMPT**

Share one thing your audience doesn't know about your industry, product, or service. Educational content positions you as the local expert — and it gets saved and shared.

CAPTION FORMULA

Did you know: [interesting fact] — That's why we [relevant connection to your business]

EXAMPLE:

"Did you know most people book this type of service 2–3 weeks in advance in peak season? Secure your spot now — link in bio."

DAY 6 — BEFORE & AFTER / TRANSFORMATION**POST PROMPT**

Show a result. Before and after, a finished project, a completed job, or a transformation that makes your work tangible. Results are scroll-stopping.

CAPTION FORMULA

[Brief description of the transformation] — [Detail that builds trust] — [CTA]

EXAMPLE:

"From tired and worn to brand new — this took us three hours. If your space needs some attention, we're booking for next month now."

■ BEFORE & AFTER TIPS

Use natural light for both shots and keep the framing consistent. Even a simple phone photo works — authenticity outperforms polish on local accounts.



DAY 7 — THE DIRECT OFFER**POST PROMPT**

Ask for the business. Share your offer, your booking link, your hours, or a special this week. Direct offer posts should make it completely clear what to do next.

CAPTION FORMULA

Ready to [benefit]? — [Exactly what they need to do] — [Link / location / number]

EXAMPLE:

"Ready to treat yourself? We have openings this Saturday. Book online via the link in our bio or call us. We'd love to see you."

The Caption Formula

Every great local business caption has three parts:

1**THE HOOK**

Your opening line — make them stop scrolling.

"We start at 6am so you don't have to think about it."

2**THE VALUE**

Why this matters to them — the benefit, the reason to care.

"Fresh ingredients, sourced locally, ready when you are."

3**THE ACTION**

Tell them exactly what to do next. Make it low friction.

"Book your table via the link in bio — openings this week."



Your Weekly Rhythm Template

Repeat this structure every week — swap in fresh content each time.

MON  Behind the Scenes Team moments, daily operations, the human side.	TUE  Rest Day No post needed — quality over quantity.	WED  Product / Service Spotlight one offer. One benefit, one CTA.	THU  Rest Day No post needed.	FRI  Social Proof / Offer A review, result, or direct booking invitation.	SAT  Optional Bonus Community content or a timely update if relevant.	SUN  Plan Next Week 15-minute session — fill next week's content slots.
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MONTHLY PLANNING SESSION — 90 MINUTES, ONCE A MONTH

Choose a Sunday. Fill 12 slots (3/week × 4 weeks). Batch your captions. Schedule everything. Then run a 15-minute Monday check-in to swap in anything timely.

Your 4 Content Pillars

- 
Behind the Scenes
 Team moments, daily operations, the human side of your business.
- 
Products & Services
 What you offer, new arrivals, seasonal specials, key benefits.
- 
Community & Local
 Events, shoutouts, neighbourhood life, things your audience cares about.
- 
Social Proof
 Reviews, customer stories, transformations, results.



YOU'VE COMPLETED DAY 7

You now have a system.

Seven posts done. A formula to reuse. A weekly rhythm that works.

Want this to run on autopilot?

Chirpy is the calm social media operating system that turns ideas into scheduled, on-brand content from one command center. No more juggling tools. No more blank pages. No more missed weeks.

Brand Kit stores your voice

Draft captions in seconds

Plan, create & schedule in one place

No AI prompts to manage

Start Your Free Trial at chirpy.me →

No credit card required · Set up in under 5 minutes

Helping local businesses stay consistently visible — without the chaos.

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