10 things every Main Street business should post this month

Cobblepost - Main Street Social Checklist. One page. Print it. Post these before your next coffee meeting.

01. A behind-the-counter Reel showing how the product is made, packed, or served. — Owners film in 90 seconds. Algorithms reward it. Customers remember it.
02. A weekly staff spotlight (one person, one story, one photo). — Most-local content of any kind. Names repeat; faces come back. Builds the recall loop.
03. A single-product carousel with three angles, one price, and a clear CTA. — Carousels earn saves; saves compound. Mix and match photos you already have on file.
04. A genuine customer photo or testimonial — reposted with credit. — Owner-only content reads like ads; customer content reads like proof. The volume problem halves.
05. A "what's new this week" Story (3 frames — item, why, where to find it). — Stories are retention, not discovery. Use them to keep the regulars coming back twice a week.
06. A local hook — neighborhood, weather, season, school, sports team — tied to your offer. — Local relevance is the only durable advantage Main Street has. Algorithms don't beat it.
07. A pinned FAQ or "are we open?" post that answers the question your DMs repeat. — One pinned post prevents a year of DMs. Title with the exact words your customers type.
08. A honest price-included post — one product, one number, one reason. — Price transparency is the most under-used trust signal on local feeds. One a month earns its keep.
09. A process post — a checklist, a timeline, a "how we pack an order" mini-doc. — Process posts earn saves at 3–5x the rate of product posts. Saves are the cheapest acquisition.
10. A direct reply Story to a real DM or comment (openly, with their permission). — One public reply per week turns lurkers into followers. The DMs you take public set your tone.

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