

PHOTO/PROMPT IDEAS LIST

Everyday / Behind-the-Scenes

- ☐ Photo at your desk or workspace
- ☐ Morning coffee before starting the day
- ☐ Working on your laptop
- ☐ Getting ready for the day
- ☐ A snapshot of your office
- ☐ Your favorite workday routine
- ☐ A photo from a recent networking event
- ☐ A picture from a continuing education class
- ☐ A "day in the life" photo

Community

- ☐ At a local business
- ☐ Favorite local restaurant or coffee shop
- ☐ Local landmark
- ☐ Community event
- ☐ Chamber of Commerce event
- ☐ Volunteering
- ☐ Supporting a local charity
- ☐ Attending a town/festival/sports event

Personal

- ☐ Family photo
- ☐ Pet
- ☐ Favorite hobby
- ☐ Cooking or baking
- ☐ Golfing, fishing, hiking, etc.
- ☐ Vacation photo
- ☐ Favorite travel destination
- ☐ Something you're passionate about
- ☐ Throwback photo

Professional + Personal

- ☐ Photo with a client with permission
- ☐ Photo at a networking event
- ☐ Photo with a colleague
- ☐ Celebrating a business milestone
- ☐ New business cards
- ☐ New office/signage
- ☐ Certificate or professional accomplishment
- ☐ Photo from an industry event

Caption Ideas: Choose a caption idea that best suits your chosen photo.

1. Professional Accomplishment

Prompt: Share a professional accomplishment you're proud of and why it matters to you. This could be reaching a business milestone, earning a certification, celebrating a career anniversary, helping a client achieve a goal, or accomplishing something you once thought was out of reach.

2. A Challenge You Overcame

Prompt: Share a professional or personal challenge you faced, how you worked through it, and what the experience taught you. This could be a career transition, a difficult season in your business, learning something new, or stepping outside your comfort zone.

3. "A Little About Me"

Prompt: Share something about yourself that your clients might not know.

Examples: hobbies, favorite food, hometown, favorite sports team, etc.

4. "Why I Do What I Do"

Prompt: What made you choose insurance or financial services as a career?

5. "Why This Community Matters"

Prompt: What do you love about the community you serve?

6. "A Lesson I've Learned"

Prompt: What's something you've learned throughout your career that has changed the way you work with clients?

7. "The Reason Behind the Business"

Prompt: What motivates you to help people plan and protect their future?

8. "Local Favorite"

Prompt: Share your favorite local business, restaurant, coffee shop, park, or community spot and explain why you love it.

9. "What I'm Grateful For"

Prompt: Share something you're grateful for in your personal or professional life.

DON'T OVERTHINK IT!

Your social media doesn't need to look like a magazine. A genuine photo from your phone paired with a thoughtful caption can be more effective than a perfectly designed graphic. People want to know the person they're trusting with their future.

Example:

Photo: You at your favorite local coffee shop

Story: Why you love the place

Connection: "It's one of my favorite places to start the day before meeting with clients."