

SUMMER 2025 SOCIAL MEDIA CONTENT KIT



Start Something Studio

MOVING SMALL BUSINESS FORWARD



START SOMETHING STUDIO, INC.

HELLO, SUMMER!

Summer 2025 is packed with opportunities to connect with your customers in fresh, authentic ways. We created this kit to help you turn today's trends into tomorrow's wins — without the overwhelm.

Let's dive in!



10 PLUG-AND-POST SUMMER SOCIAL MEDIA IDEAS

Share your favorite local summer spot (park, beach, ice cream shop!)

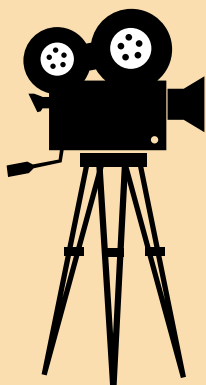
Introduce your summer product must-haves

Post a customer review in a quick 15-sec video

Create a #ThrowbackThursday summer memory from your business journey

Highlight a summer local event you're attending or sponsoring

Show a "behind the scenes" day at your business



Share a funny summer-themed meme or GIF

Host a quick summer giveaway ("Tag a friend who needs this!")

Do a "This or That: Summer Edition" poll on Stories

Film a "summer hack" related to your niche

5 SHORT-FORM VIDEO PROMPTS

(Perfect for Reels, TikTok, or YouTube Shorts)

...

Show how your product/service fits into a perfect summer day

...

3-second clips: your morning → working → summer fun (compiled into a 10-sec video)

...

"Summer tips" listicle (ex: Top 3 Things to Know This Summer)

...

What's in vs. what's out for your industry this summer

...

"Before and After" featuring a summer-themed transformation (could be a service, a styled space, a refreshed brand look)

KEY SUMMER DATES TO POST ABOUT

Looking for easy ways to stay consistent on social media this summer? Use this calendar to spark post ideas tied to seasonal events, trending days, and community celebrations. You don't have to post on every date, just pick a few that fit your brand and audience!

May 4–10: Small Business Week

- Share the story of why you started your business (#MySmallBusinessStory)
- Thank your customers with a heartfelt post or a customer spotlight
- Partner with other small businesses for a "shop local" giveaway
- Highlight the impact shopping small has on the community
- Post a behind-the-scenes look at a "day in the life" of running your business

May 27: Memorial Day

- Create a tribute post honoring veterans and those who served
- Share a message of gratitude and community remembrance

June 20: First Day of Summer

- Launch a "Hello Summer!" seasonal promotion or special
- Share your summer business hours or any fun new summer offerings
- Post a fun Reel or TikTok showing your team celebrating the start of summer
- Invite your audience to share their summer bucket list — and share yours too!
- Create a "Summer Starter Pack" graphic featuring your products or services

July 4: Independence Day

- Post a festive graphic with fireworks, flags, or summer fun vibes
- Offer a special "4th of July Flash Sale" (even for services!)
- Share how your business is celebrating locally — parades, fireworks, picnics
- Post a "Summer Favorites" list tied to independence and freedom themes

July 30: International Friendship Day

- Celebrate your customers and clients as part of your business "friend circle"
- Highlight customer testimonials with a theme like "Our Business Friends Say..."
- Host a small giveaway: "Tag a friend who inspires you!"
- Share the story of a meaningful business partnership or collaboration
- Post a fun "Friendship Quiz" or poll in Instagram Stories

KEY SUMMER DATES TO POST ABOUT

August (all month): Back to School Season

- Offer "Back to Business" tips for entrepreneurs getting back into routine
- Share how your business is preparing for a busy fall season
- Post helpful resources, tips, or specials for parents, teachers, or students
- Highlight any products/services that make fall transitions easier
- Run a "Back to School, Back to Goals" challenge for your audience

JUST FOR FUN

July 20: National Ice Cream Day

- Post a photo of your team enjoying ice cream (or your favorite local ice cream shop!)
- Share a "What's your favorite summer treat?" poll on Stories
- Offer a sweet flash sale or giveaway tied to the theme ("Cool off with [Product/Service]!")
- Create a fun "This or That" game: Cone or Cup? Chocolate or Vanilla?
- Tag or collaborate with a local ice cream shop if you want to boost local reach

August 10: National Lazy Day

- Post a funny Reel or meme about taking a much-needed summer break
- Share how you're embracing a slower, more mindful summer pace
- Offer a special on "done-for-you" services (positioned as "Let us do the work so you can relax!")
- Ask your audience: What's your favorite way to spend a lazy summer day?
- Show behind-the-scenes of your business's "lazy day" — team picnic, casual office day, or favorite slow-down ritual

SUMMER 2025 CONTENT CAPTION BANK

Steal these captions to make posting on social media even quicker!

1. For a Behind-the-Scenes Post:

"Summer days are for sunshine, iced coffee, and doing what we love! ☀️ Here's a peek behind the scenes at [Business Name] this week. #SummerVibes #SmallBusinessLife"

2. For a Summer Promo:

"The temps are rising — and so are the deals! 🔥 Grab [Product/Service] this week only and make your summer even sweeter. #SummerSale #ShopSmall"

3. For Customer Appreciation:

"We're feeling extra grateful this season. 💛 Thanks to YOU, we get to do what we love every day. #ThankYou #SmallBusinessLove"

4. For Local Community Love:

"Nothing beats summer in [City/Area Name]! ☀️ Tell us your favorite local summer spot — and we might just feature it! #LocalLove #ShopLocal"

5. For a Summer Fun Post:

"Sunshine + small business = the perfect summer combo. ☀️ Tell us — beach day or backyard BBQ? #SummerPoll #ThisOrThat"

SUMMER 2025 HASHTAG STARTER PACK

Spend more time on the beach this summer and less time researching hashtags!

Fox Valley Hashtags:

#BataviaIL
#GenevaIL
#StCharlesIL
#AuroraIL
#ElginIL
#ElburnIL

General Summer Hashtags:

#SummerVibes
#Summer2025
#HelloSummer
#SunshineSeason
#SummerFun
#SummertimeMagic

Small Business Hashtags:

#ShopSmall
#SmallBusinessLove
#SupportLocal
#SmallBusinessStrong
#LocalBusiness

Content-Specific Hashtags:

#BehindTheScenes
#MadeWithLove
#MeetTheMaker
#SummerSale
#SummerLaunch

Hashtag Tips for Summer Posting

Mix it up: Use a combination of popular hashtags (#SummerVibes) and more niche ones (#ShopSmallBatavia) to reach a wider, but still targeted, audience.

Stay relevant: Only use hashtags that truly match the post — authenticity wins over stuffing tons of random tags.

Refresh regularly: Update your hashtags every few weeks to include trending summer terms and community events!

Summer Promotion Hashtags:

#SummerSale
#SummerDeals
#HotSummerSavings
#SummerClearance
#LimitedTimeOffer
#SummerSpecial
#SeasonalSale
#SummerLaunch
#ShopSummer
#BeatTheHeatSale

START SOMETHING STUDIO, INC.

READY TO ELEVATE YOUR SOCIAL MEDIA GAME?

At Start Something Studio, we're here to help you navigate the ever-changing social media landscape. Whether you need assistance with content creation, strategy development, or platform management, our team is ready to support your business's growth.

Let's connect and make this summer your most successful season yet! Schedule a FREE initial consultation to get started:

<https://startsomething.studio/summer-strategy-sesh/>



Book your free session!