JP MARKETING

SWIPE FILE

30 Google Business Profile Post Examples

Post ideas, fill-in starters, and ready-to-post examples for private schools

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Why Google posts are worth 10 minutes a week

Your Google Business Profile is often the first thing a new family sees. Posts are little updates that show up on it.

Posts help in 3 ways:

1. **They show you're open and active.** An old, empty profile makes people wonder.
2. **They give people a reason to act.** A button to book, call, or learn more.
3. **They give Google more to read.** Google's AI and the new 'Ask' feature in Maps use info from your profile.

How often? Once a week is great. Twice a week is even better. Don't go months with nothing.

Words to know

Word	What it means
Google post	A short update you add to your Google Business Profile. It shows on Google Maps and search.
Update post	A regular post: news, tips, team, photos.
Offer post	A post with a deal. It can show a start and end date and a coupon code.
Event post	A post about something with a date and time, like an open house or workshop.
Button / CTA	The button on your post, like Book, Call now, or Learn more. CTA means 'call to action.'
Landing page	The page on your website the post sends people to.

How to post (step by step)

1. Go to Google and search your business name (logged in), or open google.com/business.
2. Click **Add update** (sometimes called **Create post**).

3. Pick the type: **Update**, **Offer**, or **Event**.
4. Add a **photo**. Your own photo, not a stock picture.
5. Write your text. Keep it short: 50 to 150 words.
6. Add a **button** and paste the link to the right page on your website.
7. Click **Post**. Check back in a few hours to make sure it went live.

The 7 rules of a great post

1. **First line = the point.** Only the first bit shows before 'more.'
2. **One idea per post.** Don't cram everything in.
3. **Mention Franklin or your area** once, if it fits.
4. **Real photos win.** Bright, clear, no tiny text on top.
5. **No phone numbers in the text.** Google may reject it. Use the Call button.
6. **Link to the matching page,** not just your homepage.
7. **Follow privacy rules:** Photo releases for every student. No full names with faces for younger kids. Don't share private student info (FERPA-style care even if not required).

30 post ideas, each with a starter

Fill in the [brackets] with your real info. Don't make up prices, dates, or facts.

1. Open house date and RSVP

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

2. Shadow day for prospective students

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up

- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

3. Admissions deadline reminder

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

4. Re-enrollment reminder

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

5. Meet our head of school

- **Post type:** Update
- **Photo:** Smiling photo of the person (with permission)
- **Button:** Learn more
- **Starter text:** "Meet [Name], our [role]! [Years] years of experience. [Fun fact]. [What they love about helping families]. Say hi next time!"

6. Teacher spotlight

- **Post type:** Update
- **Photo:** Smiling photo of the person (with permission)
- **Button:** Learn more
- **Starter text:** "Meet [Name], our [role]! [Years] years of experience. [Fun fact]. [What they love about helping families]. Say hi next time!"

7. State championship / big win

- **Post type:** Update

- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

8. Fall play or concert

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

9. College acceptances (with consent)

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

10. Science fair winners

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

11. New building or lab opening

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

12. Financial aid deadline

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

13. Bus routes and carpool

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

14. Summer camp sign-ups

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

15. Grandparents day

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

16. Service project in the community

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more

- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

17. Senior signing day

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

18. Back-to-school info

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

19. Faith life: chapel and service (if faith-based)

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

20. Small class sizes explained

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Harpeth Ridge Academy: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Franklin."

21. Learning support program

- **Post type:** Update

- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

22. Arts showcase

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Harpeth Ridge Academy: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Franklin."

23. STEM club

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

24. Alumni spotlight

- **Post type:** Update
- **Photo:** Smiling photo of the person (with permission)
- **Button:** Learn more
- **Starter text:** "Meet [Name], our [role]! [Years] years of experience. [Fun fact]. [What they love about helping families]. Say hi next time!"

25. Parent review spotlight

- **Post type:** Update
- **Photo:** Graphic of the review (first name only) or a team photo
- **Button:** Learn more
- **Starter text:** "Thank you, [first name]! [Short quote from the review]. We love helping families in Franklin."

26. Graduation

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

27. Snow day / closures

- **Post type:** Update
- **Photo:** Photo of your sign or front door
- **Button:** Call now
- **Starter text:** "Heads up! [Holiday/closure] hours: [dates and times]. [How to reach you if it's urgent]. Thank you!"

28. Spirit week

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Harpeth Ridge Academy: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Franklin and nearby."

29. Teacher appreciation

- **Post type:** Update
- **Photo:** Smiling photo of the person (with permission)
- **Button:** Learn more
- **Starter text:** "Meet [Name], our [role]! [Years] years of experience. [Fun fact]. [What they love about helping families]. Say hi next time!"

30. Thank you to our families

- **Post type:** Update
- **Photo:** Graphic of the review (first name only) or a team photo
- **Button:** Learn more

- **Starter text:** "Thank you, [first name]! [Short quote from the review]. We love helping families in Franklin."

Ready-to-post examples

These are fully written. Change the details to match your business.

Ready-to-post example 1: Event post

> Open House: Sunday, Jan 26, 2 to 4pm. Tour our Franklin campus, meet teachers, and see Pre-K through 12th grade in action. Bring your questions! Button: Sign up

Ready-to-post example 2: Admissions post

> Applications for next fall are due Feb 15. Need help? Our admissions team can walk you through every step. Button: Learn more

Ready-to-post example 3: Win post

> Congrats to our Lady Hawks soccer team on the state title! So proud of these student athletes and coaches. Button: Learn more

Ready-to-post example 4: Academic post

> Our seniors earned over $3 million in college scholarships this year! (Check your real number.) Small classes and caring college counseling make a big difference. Button: Learn more

Ready-to-post example 5: Teacher post

> Meet Mr. Davis, upper school science. 18 years teaching, robotics club coach, and the reason many of our students now study engineering. Button: Learn more

Your first 3 months of posts

Month	Week 1	Week 2	Week 3	Week 4
1	Open house date and RSVP	Shadow day for prospective students	Admissions deadline reminder	Re-enrollment reminder
2	Meet our head of school	Teacher spotlight	State championship / big win	Fall play or concert
3	College acceptances (with consent)	Science fair winners	New building or lab opening	Financial aid deadline

Then keep going down the list of 30. When you reach the end, start over with new photos and new details.

Photo guide

Do	Don't
Bright, natural light	Dark or blurry photos
Real team, real place, real work	Stock photos
Hold your phone sideways	Tiny text on top of the photo
Ask permission for any face	Photos that show private info

Photo ideas for private schools:

- Front of campus and sign
- Classrooms and labs

- Library
- Gym, fields, and arts spaces
- Students in class (with photo consent)
- Teachers and leadership
- Chapel (if faith-based)
- Events: graduation, games, plays (with consent)

How to see if posts work

1. In your Google profile, open **Performance**.
2. Look at calls, website clicks, and bookings each month.
3. Note which months you posted every week vs. skipped.
4. Look at which posts get the most clicks. Do more like those.

Your weekly posting checklist

- [ ] Picked this week's idea
- [ ] Took a real photo
- [ ] Wrote a strong first line
- [ ] Kept it under 150 words
- [ ] No phone number in the text
- [ ] Added a button + the right link
- [ ] Posted and checked that it's live

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.