JP MARKETING

SWIPE FILE

30 Google Business Profile Post Examples

Post ideas, fill-in starters, and ready-to-post examples for montessori 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 Cary 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:** Signed photo releases for every child shown. Never post a child's full name with their face. Be careful with location tags on posts showing kids.

30 post ideas, each with a starter

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

1. Book a tour this month

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

2. Open house date

- **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. What is Montessori? (in 3 sentences)

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

4. Meet our toddler guide

- **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!"

5. A day in Primary (photos of materials)

- **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."

6. Practical life: why kids pour, sweep, and cook

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

7. Enrollment for fall is open

- **Post type:** Update

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

8. Spots left in toddler program

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

9. 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."

10. Parent education night

- **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."

11. Kindergarten year: why it's the 'magic year'

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

12. Garden and outdoor time

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

13. Montessori vs. traditional preschool

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

14. Our before/after care hours

- **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!"

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. Peace education and grace & courtesy

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

- **Starter text:** "[Topic] at Little Oaks Montessori: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Cary and nearby."

17. Holiday celebration (with consent)

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

18. Staff training day: our guides keep learning

- **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."

19. Lower elementary: big work and research

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

20. 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 Cary."

21. Snow day / closure info

- **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!"

22. Tuition and financial help info

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

23. Year-end program

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

24. Waitlist is open

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

25. Our accreditation or affiliation (if true)

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

26. Field trip highlights

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

27. Montessori at home tips

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

28. Celebrating a teacher anniversary

- **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!"

29. Book fair or fundraiser

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

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 Cary."

Ready-to-post examples

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

Ready-to-post example 1: Tour post

> See Montessori in action! Tours run every Tuesday and Thursday at 9:30am in Cary. Watch our 3-to-6-year-olds choose their work, pour their own water, and help each other. Button: Book

Ready-to-post example 2: Enrollment post

> Fall enrollment is now open for toddler (18 months+), primary, and elementary programs. Toddler spots fill first. Button: Learn more

Ready-to-post example 3: Education post

> Why do Montessori kids pour, sweep, and button? These 'practical life' jobs build focus, hand strength, and confidence. They're the first step to reading and writing. Button: Learn more

Ready-to-post example 4: Event post

> Open House! Saturday, Feb 8, 10am to noon. Meet our guides, explore the classrooms, and ask all your questions. Kids welcome. Button: Sign up

Ready-to-post example 5: Team post

> Meet Ms. Ana, our toddler guide! She is AMS-trained and has 15 years with little ones. Her favorite moment? When a toddler zips their own coat for the first time. Button: Learn more

Your first 3 months of posts

Month	Week 1	Week 2	Week 3	Week 4
1	Book a tour this month	Open house date	What is Montessori? (in 3 sentences)	Meet our toddler guide
2	A day in Primary (photos of materials)	Practical life: why kids pour, sweep, and cook	Enrollment for fall is open	Spots left in toddler program
3	Summer camp sign-ups	Parent education night	Kindergarten year: why it's the 'magic year'	Garden and outdoor time

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 montessori schools:

- Front entrance and drop-off line
- Prepared classrooms (low shelves, real materials)

- Outdoor space and gardens
- Kids working with materials (ONLY with signed parent photo consent)
- Teachers (headshots)
- Lunch or snack setup
- Practical life area
- Events (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.