

We've listed below some example social campaigns, where there is more of a focus on the human angle behind the business. Less tech, more personality. Clearly there needs to be a balance – however focusing on personality helps differentiate, compared to focusing on technology.

Clearly they are starting points – and they would all need to be made personal, however we hope they provide some inspiration.

"Behind the Screen" Series

Concept: Feature a team member each week and share a fun, informal interview about their role, hobbies, or quirkiest tech-related habits. Include photos or a short video.

Objective: Humanize your brand and foster relatability by showing the personalities behind the service.

Example Posts:

"Meet James - our firewall whisperer and self-proclaimed coffee connoisseur. When he's not protecting networks, he's perfecting latte art. What's your go-to coffee order?"

"Say hi to Sarah, our cybersecurity queen . Her hobbies include saving businesses from hackers and winning pub quizzes - usually about tech!"

"Fun fact: Mark once fixed an entire server room remotely while hiking a mountain. IT wizardry? We think so!"

"This is Emma, our help desk hero. Favorite pastime? Turning IT nightmares into sweet dreams. She's also unbeatable at karaoke - ask her about it!"

"Meet Alex, who's been with us for 7 years and still claims he's too young for LinkedIn. 🚀 We think his IT solutions prove otherwise!"

"Tech Mythbusters"

Concept: Have team members debunk common IT myths with a humorous or personal touch (e.g., "Turning it off and on again solves everything?"). Include their photo and a short, light-hearted explanation.

Objective: Position your team as approachable experts while injecting humor and educating your audience.

Example Posts:

"MYTH: Macs don't get viruses. TRUTH: They absolutely can - don't skip antivirus just yet!"

"MYTH: The cloud is just someone else's computer. TRUTH: Kind of true - but a LOT more secure and scalable."

"MYTH: Complex passwords are enough. TRUTH: Without 2FA, even the best passwords can fail. Enable it today!"

"MYTH: IT support just 'fixes stuff.' TRUTH: We're problem-preventers, not just problem-solvers!"

"MYTH: Cybercriminals only target big companies. TRUTH: Small businesses in [City] are often easier targets - don't be one of them!"

"A Day in the Life" Stories

Concept: Follow one team member through their typical workday, showing their responsibilities, challenges, and favorite moments. Share photos or a quick video montage.

Objective: Highlight the variety and expertise of your team's work, while giving prospects a peek into your company's operations.

Example Posts:

"Join Mike as he secures a client's network, updates software, and saves the day—before lunch! Follow along with his busy schedule."

"From 8 AM support tickets to 5 PM project rollouts, here's what Emma's day looks like—always proactive, always prepared. "

"Ever wondered what an IT manager's Monday looks like? Follow Sam through audits, check-ins, and a lot of coffee refills. "

"Today, we shadowed Jake as he prepared for a cybersecurity workshop. Spoiler: It included a lot of coffee and even more firewalls! "

"A morning troubleshooting email issues and an afternoon setting up secure remote access—just another day for Lucy!"

"Team Superpowers" Spotlights

Concept: Celebrate team members by humorously identifying their “superpowers” (e.g., “Firewall Whisperer,” “Password Reset Ninja”) along with a real accomplishment or skill.

Objective: Showcase your team’s expertise and camaraderie, creating a sense of pride internally and trust externally.

Example Posts:

"Meet Alex—our ‘Firewall Whisperer.’ He once blocked a phishing attempt in under 2 minutes."

"Emma’s superpower? Translating IT jargon into plain English. 🗨️ She’s saved countless hours for our clients!"

"James has X-ray vision for hardware issues. 🔧 He spotted a faulty cable from 10 feet away—no joke!"

"Sarah, aka the ‘Password Reset Ninja.’ If you forgot yours, she’s already fixed it."

"Mark’s superpower? Recovering data like a digital archaeologist. 🦴 Lost files? Not anymore!"

"Culture Corner" Series

Concept: Share posts about team events, quirky traditions, or office pranks that highlight your company culture. Include photos or candid stories from team members.

Objective: Attract talent and build an authentic connection with your audience by showing your company is a great place to work.

"Pizza Fridays never fail to boost productivity—and waistlines. What's your team's favorite office tradition?"

"We tried 'Escape Room Friday' as a team-building exercise. Result: Everyone survived, but barely!"

"Our Halloween costume contest had some interesting entries. IT support, but make it spooky!"

"This week, we celebrated Emma's 5-year work anniversary with cake and stories about her first day—spoiler, it involved printer errors!"

"Our team outing to [Local Attraction] was filled with laughs, sunshine, and surprisingly good mini-golf skills. "

"Our Heroes" Customer Stories

Concept: Pair a team member with a success story of how they helped a client solve a critical problem, told from the employee's perspective. Keep it relatable and celebratory.

Objective: Showcase the personal dedication of your team while demonstrating the impact of your services on clients.

Example Posts:

"When a [City] business faced ransomware, our team recovered 100% of their data in under 24 hours. Another day, another disaster averted!"

"We helped a growing startup in [City] migrate to the cloud without a minute of downtime. Their CEO called it 'a seamless transition.'"

"When [Local Retailer] lost network access during peak hours, our team had them back online in under 60 minutes. Speed matters!"

"A [City] law firm faced compliance issues—our team rebuilt their IT infrastructure in just 3 weeks. Now they're audit-proof!"

"Shoutout to our team for helping [Client Name] recover critical files after accidental deletion. Nothing lost, and everything gained!"

"Who's the Tech Genius?" Trivia Challenges

Concept: Post tech-related trivia or riddles and invite your team and followers to guess the answers. Share team reactions and "winners" in follow-up posts. Maybe even offer prizes?

Objective: Boost engagement and showcase your team's collective tech knowledge in a fun and interactive way.

Example Posts:

"Tech Trivia Tuesday! What year was the first computer virus discovered? Drop your guesses below!"

"Can you name the most common password used in 2023? (Hint: It's embarrassingly simple). Share your guesses!"

"Quick Quiz: What does 'IP' stand for in IP address? Winner gets bragging rights! Drop your answer in the comments. "

"IT Challenge: A user clicks on a suspicious email link—what's the FIRST step they should take? Share your responses!"

"Throwback Tech Time! Recognize this gadget? [Insert old tech image]. Bonus points if you've actually used one!"

"The Evolution of [Your Company Name]"

Concept: Create a series that looks at your company's growth, featuring team milestones, key hires, and funny throwbacks (e.g., the oldest company photo or first website).

Objective: Build a narrative of your company's history and values while highlighting the team's journey together.

Example Posts:

"We started in a small office with 2 employees and a single desk. Today, we support over [X] businesses in [City]. Thank you for being part of our journey!"

"Flashback to our first-ever server setup in 2010. We've come a long way, but our commitment to great service hasn't changed!"

"From fixing broken printers to securing enterprise networks—our journey over the past [X] years has been incredible. Here's a look back at our milestones! "

"Throwback alert! Our first business card vs. today's. What hasn't changed? Our dedication to keeping [City] businesses secure."

"We've grown from [X] clients to [Y] end-users supported, but it all started with our first customer who's STILL with us. Thank you for trusting us!"

"Unsung Heroes" Series

Concept: Celebrate roles in your team that are often overlooked, such as help desk staff or those behind-the-scenes who ensure seamless operations. Share stories or a day-in-the-life post.

Objective: Reinforce the importance of every team member and showcase your company's ethos of valuing people.

Example Posts:

"Meet Sam, one of our help desk heroes. He resolves 98% of issues on the first call. IT magic? We think so!"

"Shoutout to Lucy, our silent guardian who monitors systems overnight to keep businesses running 24/7. Unsung heroes never sleep!"

"Today, we celebrate Alex—the guy who triple-checks backups and ensures no file is ever lost. Data disasters? Not on his watch!"

"Big thanks to Rachel, who handled 73 support tickets this week (and still smiled through every call). You're a rockstar! "

"Server crashes at midnight? Mike's been there, fixed that. Here's to the unsung heroes who keep the lights on while we sleep!"

"Tech Confessions"

Concept: Ask team members to share a light-hearted confession about their tech habits or past blunders (e.g., "I once emailed the entire company by mistake!"). Keep it relatable and fun.

Objective: Show vulnerability and humor, making your team approachable and emphasizing a culture of learning and support.

Example Posts:

"Confession time—James once spent 20 minutes fixing a 'broken' monitor... that wasn't plugged in. "

"Emma admits to emailing a company-wide announcement... with 'Dear Bob' in the greeting. "

"Who's deleted the wrong database? Don't worry, Mark fixed it. No one noticed. (Until now.)"

"Lucy once updated the office Wi-Fi password and forgot to tell anyone. Chaos followed."

"Jake's confession: He once named a server 'Bob'—no regrets."

"Tech Fails and Fixes"

Concept: Share humorous or insightful stories about tech mishaps and how your team fixed them.

Objective: Highlight your team's expertise while showing a human side with relatable tech struggles.

Example Posts:

"That moment when a coffee spill takes out a keyboard - and our team saves the day!"

"One time, a password reset call turned into rescuing an entire server from a meltdown.
#TechRescue"

"Meet Sarah, our IT detective. She tracked down a 'missing' internet connection in under 5 minutes."

"Sometimes the simplest fix is the hardest to spot. What's the weirdest IT problem you've solved?"

"Team Tech Picks"

Concept: Share favorite apps, tools, or gadgets recommended by your team.

Objective: Position your team as tech-savvy experts with relatable preferences.

Example Posts:

"James swears by [Tool Name] for organizing projects. What's your favorite productivity app?"

"Our go-to gadget for staying connected on the go: [Gadget Name]. What's yours?"

"Meet Emma's favorite IT tool: the humble USB stick - proof that sometimes simple is best!"

"From cybersecurity software to ergonomic keyboards, here's what our team can't live without."

"What's your top time-saving tech? Here's our team's shortlist, from password managers to workflow hacks."

Example social campaigns

“Client Love”

Concept: Share stories of how your team went above and beyond for clients.

Objective: Showcase client-focused dedication while reinforcing your problem-solving abilities.

Example Posts:

"Last month, we worked overnight to help a client recover from a ransomware attack - just in time for their product launch!"

"When a local business faced a sudden server crash, our team had them up and running in hours. #ClientSuccess"

"This week's win: setting up remote access for a new client's team in record time."

"We love helping [Client Name] tackle their IT challenges - it's teamwork at its best!"

"Small businesses are the backbone of [City/Region]. We're proud to support [Client Name] with secure, seamless IT solutions."

"Why We Love What We Do"

Concept: Highlight what motivates your team and share their passion for tech and helping businesses.

Objective: Build emotional connection and authenticity with your audience.

Example Posts:

"Helping [City/Region] businesses succeed fuels our passion every day!"

"For us, solving IT puzzles isn't just work - it's a challenge we love tackling."

"Here's what keeps us going: a thank-you call from a happy client after fixing their critical issue."

"Our favorite moment? Seeing the relief on a client's face when their IT crisis is resolved."

"What drives us? The chance to make tech less stressful and more empowering for our clients."

Example social campaigns

"Celebrating Success Stories"

Concept: Share your team's achievements, milestones, or certifications.

Objective: Highlight expertise while celebrating your team's growth.

Example Posts:

"Congratulations to Jake on earning his [Certification]! Another expert on the team!"

"We're proud to announce that we've been named [Award/Recognition] for supporting [City/Region] businesses."

"A big shoutout to the team for successfully migrating [Client Name] to the cloud this week!"

"Cheers to 10 years of serving [City/Region] businesses - here's to the next 10!"

"Meet our newest team member, certified in [Specialty], ready to tackle your IT needs!"

"MSP Myth-Busting"

Concept: Address common misconceptions about MSPs or IT support, with humor and insight.

Objective: Educate your audience while reinforcing your expertise.

Example Posts:

"Myth: 'MSPs are only for big businesses.' Truth: We're here for companies of all sizes!"

"Think IT support is just about fixing broken stuff? We prevent problems before they happen."

"Does turning it off and back on solve everything? Not quite, but it's a start!"

"Myth: 'Cybersecurity is too expensive.' Reality: Data breaches cost much more."

"Think an MSP will replace your internal IT team? Nope! We make them stronger."

"Team Highlights"

Concept: Celebrate your team's personalities and milestones with spotlight posts.

Objective: Showcase your company's culture and individual team members.

Example Posts:

"Say hi to Laura, our networking guru who loves karaoke almost as much as routers!"

"Happy birthday to Alex, who keeps our help desk running like a well-oiled machine!"

"Congrats to Jake on 5 years with [Your Company Name]! Your expertise inspires us all."

"Meet Zoe: expert in cloud solutions and an avid baker. What's your favorite dessert?"

"Fun fact: Dave, our cybersecurity pro, can crack a joke as fast as a code!"

Example social campaigns

"Tech in [City/Region]"

Concept: Discuss how technology impacts your local area or how your MSP supports the community.

Objective: Connect your expertise to the local business environment.

Example Posts:

"How are [City/Region] businesses adapting to remote work? Here's what we're seeing."

"Cyber threats are rising in [City/Region]. Here's how we're helping local businesses stay safe."

"Proud to support [City/Region] nonprofits with affordable IT solutions."

"Here's why cloud computing is a game-changer for [City/Region] small businesses."

"We love helping [City/Region] businesses adopt the latest tech to stay competitive."

"Learning from IT Blunders"

Concept: Share funny or insightful stories about past IT mistakes (yours or general ones).

Objective: Build trust through humility and relatable experiences.

Example Posts:

"The time a forgotten power cable caused a full office shutdown. Lesson learned!"

"Ever hit 'Reply All' by mistake? Here's how we stop email mishaps from becoming disasters."

"Remember when passwords were '1234'? Here's why strong ones matter now more than ever."

"We once fixed an office where every mouse was unplugged. Tip: check the basics first!"

"Mistakes happen, but with the right IT support, recovery is quick and painless."

"Why IT Matters"

Concept: Share posts explaining how your services directly impact clients' businesses and lives.

Objective: Reinforce the value and importance of MSPs.

Example Posts:

"Every minute of downtime costs businesses money. We make sure it doesn't happen."

"Cybersecurity isn't optional - it's the shield that keeps businesses in [City/Region] safe."

"A strong IT foundation is what keeps [Client Name] running smoothly every day."

"We don't just fix problems - we build solutions that help businesses thrive."

"From cloud migration to disaster recovery, our work means peace of mind for our clients."