

Social Media Content Templates

Ready-to-use templates for Instagram, Facebook, and Pinterest marketing

1. Instagram Post Templates

Product Showcase Post:

- Image: Product on dark surface with gold accents
- Caption: 'Elevate your hosting game with [Product Name]. Designed for those who believe every gathering deserves a touch of elegance. Shop now at effiq-rate.com #EffiQRate #CateringEssentials #HostWithStyle'

Lifestyle Post:

- Image: Table setting with product in use
- Caption: 'Sunday dinners just got an upgrade. ■■■ Our [Product Name] keeps every dish at the perfect temperature. #BuffetStyle #HomeHosting #EffiQRate'

2. Instagram Story Templates

Product Demo Story:

- Frame 1: Product hero shot with gold border
- Frame 2: Setup steps (numbered 1-2-3)
- Frame 3: Product in action at a gathering
- Frame 4: Swipe up to shop / Link sticker

Behind the Scenes:

- Frame 1: Raw materials / Production
- Frame 2: Quality check closeup
- Frame 3: Packaging with brand colors
- Frame 4: Customer testimonial quote

3. Pinterest Pin Templates

How-To Pins (1000x1500px):

- Title at top in Playfair Display

- Step-by-step visuals with numbered sections
- EffiQ-Rate logo in bottom right
- Brand gold border on left edge

Product Pins (1000×1000px):

- Product on dark background
- Feature callouts with gold arrows
- Price badge in bottom left
- Shop CTA button in brand gold

4. Facebook Post Templates

Engagement Post:

- 'What's your go-to dish for potluck gatherings? Drop your favorites below! ■'
- Pair with a carousel of product images

Seasonal Promotion:

- 'Hosting season is HERE! Get [X]% off our best-selling [Product]. Use code: HOST2026 at checkout. Link in bio! ■'

5. Hashtag Strategy

Primary: #EffiQRate #EffiQRateHosts

Product: #ChafingDish #BuffetServer #CateringEssentials

Lifestyle: #HostWithStyle #PartyHosting #BuffetSetup

Seasonal: #SummerBBQ #HolidayHosting #TeaPartySetup

Engagement: #HostingTips #CateringLife #EventPlanning