

BUSINESS TIPS

A Simple Social Media Strategy You Can Stick To

A realistic, repeatable plan for showing up online without burning out.

START WITH A PLAN

Keep it simple and repeatable.



1 Pick 3-5 Content Pillars

Choose 3 topics your audience always cares about so you are never starting from scratch.

Why it works:

It gives your content direction and makes your feed feel focused.

Good pillar examples:

- Teach: tips, how-tos, FAQs
- Build trust: behind-the-scenes, story, process
- Sell softly: services, offers, results



2 Choose a Realistic Posting Rythm

Pick a schedule you can actually keep. For many small businesses, 2 to 3 posts a week plus a few stories is enough.

Why it works:

Consistency matters more than posting every day.

Starter rythm:

- Monday: a helpful tip
- Wednesday: behind-the-scenes or proof
- Friday: an offer, service, or CTA

Tip: Better to post twice every week than daily for one week then disappear.

MAKE CREATION EASIER

Use a few formats again and again.

3 Repeat 3 to 4 East Post Formats



You do not need a brand-new style every time. Pick a few formats and reuse them.

Why it works:

Repeatable formats save time and make content feel easier to produce.

Include things like:

- Short talking-head videos
- 3 to 5 slide carousels
- Photo + caption posts
- Simple FAQ graphics

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4 Batch One Week at a Time



Set aside one short block each week to plan, create, and schedule your content all at once.

Why it works:

Batching reduces last-miinute stress and helps you stay visible even on busy weeks.

Write down:

- Brainstorm 5 ideas
- Write captions
- Create or gather visuals
- Schedule the posts

Tip: Record several clips at once then turn them into multiple posts

KEEP IT SUSTAINABLE

Reuse what works and track the right things.

5 Repurpose Your Best Content

One strong idea can become several pieces of content. You do not need to reinvent everything each week.

Why it works:

Repurposing saves time and helps good ideas reach more people.

Turn one idea into:

- A Reel
- A carousel
- A few Stories
- An email or blog snippet



A Simple Weekly Plan

Monday: Plan 3 post ideas
Wednesday: Film or design your content
Friday: Schedule posts and reply to DMs/comments

Track these first

- Saves
- Shares
- Profile visits
- Inquiries or DMs

The best strategy is the one you can actually stick to. Keep it simple, helpful and repeatable.