

Social Media Starter Kit

A focused planning kit for a consistent, useful social presence that helps the right people understand and trust your business.

INSIDE THIS RESOURCE

- 1 **Define your audience, promise and voice**
- 2 **Build four repeatable content pillars**
- 3 **Plan 12 posts and measure useful actions**

Start with your audience

A useful plan begins with the customer, not a posting quota. Choose one primary audience and one business action for the next 30 days.

Who is your best-fit customer?

What problem are they trying to solve?

What usually makes them hesitate?

What would help them trust your business?

What is the next action: DM, enquiry, site visit or booking?

Write a one-sentence positioning line

We help [specific audience] achieve [specific outcome] through [service or approach], with [proof or distinctive process].

Choose a voice you can maintain

WRITE DOWN

Three words

For example: clear, warm, practical. Add three words you want to avoid.

VISUAL SYSTEM

Repeatable cues

Pick two core colors, one display style and a consistent way to show your work.

Four pillars, many posts

Use pillars to make planning easier. Adjust the mix to audience needs; no fixed percentage or posting frequency guarantees results.

01 / TEACH

Answer a question

Explain a common mistake, decision or first step. Example: "What should you ask before hiring a designer?"

02 / PROVE

Show the work

Share a real process, client-approved project, before/after with context, or verified result.

03 / CONNECT

Show your perspective

Introduce the people and values behind the business. Explain how you make decisions for clients.

04 / INVITE

Offer a next step

Describe a service, resource or consultation. Explain who it suits and what happens after the click.

Turn one customer question into three formats

A

Question

"How long does a project take?" -> one short answer post, one carousel of steps, and one short video explaining what changes the timeline.

B

Check before publishing

Is the message useful to your chosen audience? Is the claim true? Is there one clear next action when appropriate?

Your first 12-post plan

This is a flexible one-month planning grid, not a rule to publish three times every week. Shift dates and formats to match your capacity and audience.

W1 **TEACH** The question clients ask before they buy

W1 **PROVE** A real project: problem, work and outcome

W1 **CONNECT** Why your business does this work

W2 **TEACH** Three mistakes you help clients avoid

W2 **PROVE** A behind-the-scenes process

W2 **INVITE** Who your core service is for

W3 **TEACH** A quick checklist or mini guide

W3 **CONNECT** A belief that shapes your approach

W3 **PROVE** Client feedback with permission

W4 **TEACH** A comparison that helps a decision

W4 **PROVE** A project lesson or useful result

W4 **INVITE** A clear resource or consultation CTA

Make every post useful

The post should earn attention with a specific idea and help someone take one step forward. Save the hard sell for moments when it fits the topic.

01 Open with the situation

Name a real customer question or tension. Example: "Getting enquiries, but no one books? Check what happens after your form."

02 Give one practical answer

Show a short list, a small example, or an explanation. Avoid vague claims such as "we deliver the best results."

03 Add evidence where relevant

Show a screenshot, demonstration, client-approved quote or first-hand lesson. Label illustrative examples as examples.

04 Use one next step

Ask for a reply, point to a useful guide, or link to a service page. Match the CTA to the reader's level of interest.

A simple monthly review

Which posts brought useful comments, saves, DMs or website visits?

Which customer questions should become next month's content?

Which posts led to enquiries or calls?

References + next step

These references underpin the technical guidance in this guide. Platform interfaces and reports can change; use the current official documentation when implementing.

SOURCE 01

Meta Blueprint / Engage with People and Build an Audience

<https://www.facebookblueprint.com/student/page/245058-engage-with-people-and-build-an-audience>

SOURCE 02

LinkedIn / Pages Best Practices

<https://business.linkedin.com/advertise/linkedin-pages/best-practices>

SOURCE 03

LinkedIn / Pages Action Plan for Small Business

<https://business.linkedin.com/advertise/linkedin-pages/for-small-business>

READY TO APPLY THIS TO YOUR BUSINESS?

Want a content plan built around your audience, offers and capacity? Jessica can help turn this starter kit into a practical ongoing system.

Book a conversation: marketing.jessicaporo.com/book-a-call-page