Social media planning



Content Pillars:	Content Topics:	Post Ideas:
INFORM / EDUCATE	Confidence in front of the camera Industry disruption /	Turn off the Lights - Graphic How to edit a talking video - Video Clean your camera lens - Video Treat your phone like Facetime - Still It's fine to say umm in your videos - Video More to video than pretty pictures cut to music - Video Clean your camera lens - Video Posing tips - Carousel Stills Lots of people not using a strategy for video - Graphic
INSPIRE / ENTERTAIN	Creativity Behind the scenes Community & connection	Playlist for having photos taken - Graphic The Artists Way book - Still Morning People dancing - Video Morning People dancing - Video Me at 12 when I got my first camera - Still Share other reels for ideas - Video Highlight businesses doing video well - Video Client Case Study: Ecoya - Carousel Still & Video
CONVERT / SELL	Freebies / Leadmagnets	Brand Videos Showreel - Video Headshots Best of Showreel - Video Custom Content Shoot BTS - Video Camera Confidence free for clients - Still Client case study: Ruth Gilmour - Video Client Shoot: Beks - Video Custom Content Shoot BTS - Video Camera Confidence free for clients - Still Clever Content Club - group comments screenshots - Still