easy 3-step
CONTENT CREATION SYSTEM

THE SOCIAL COLLECTIVE

CONTENT GUIDE

CATEGORIES
Client reviews
Client stories
Special days / holidays
Company milestones
Team member info / quotes
SMM life
Poking fun at social media
Blog feature / tutorial
Canva hack
Service snapshot
Cat features

FORMATS
Reels / TikToks
Carousels
Images
Memes

CHANNELS
Facebook
Instagram
Linkedin
TikTok

VOICE
Positive
Can-do
Conversational
Helpful
Dedicated
Problem solving
Funny
Honest
Direct
Local

HASHTAGS
#HappyCustomer
#Testimonial
#DigitalMarketing
#MarketingAgency
#TheSocialCollective
#StPaulMN
#InstagramReels
#GrowYourBusiness
#TellYourStory
#SocialMediaMarketing
#Minneapolis
#Minnesota
#logos
#brandrefresh
#branding

#branding
#myvoice
#voice
#storytelling
#digitalagency
#mnmarketing
#minnesotaagency
#marketing
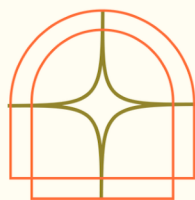#photoshoot
#photographytips
#contentcreator
#contentcreation
#phototips
#photochecklist

Make content creation
easy with our 3-step system.

THE SOCIAL COLLECTIVE

You need to post something TODAY and you've. got. nothing...

We've all been there. For us, more times than we'd like to admit.

OUR BEST TIP:

Repurpose:

Reformat a piece of content and post it on multiple channels.

As content creators (for multiple brands) we've learned how to avoid this situation- even for last minute posts. It's a simple three-step system we call:

CATEGORY - CONTENT - CHANNEL

Start by creating a content guide for your business. Ours looks like this:

THE SOCIAL COLLECTIVE

CONTENT GUIDE
EDUCATE - INPSIRE - PROMOTE

FORMATS Reels / TikToks - Carousels - Images - Copy
CHANNELS Facebook - Instagram - LinkedIn - Newsletter - Blog

CATEGORIES

Client reviews
Client stories
Special days / holidays
Company milestones
Team member info / quotes
SMM life
Poking fun at social media
Blog feature / tutorial
Canva hack
Service snapshot
Cat features

CONTENT IDEAS

Pexels stock videos
Stock images
Cat videos
Cat images
Headshots / team images
Trending audio
Reuse old content
Screenshots
Memes
Infographics

VOICE

Positive
Can-do
Conversational
Helpful
Dedicated
Problem solving
Funny
Honest
Direct
Local
Inspirational

Most likely, your content will have the same goal as ours: to educate, inspire, and promote your offer.

Customize your guide by listing the **formats** you'll focus on, the **channels** you'll be posting on (we're not on YouTube yet, but you might be!) and then taking some time to think through your **categories, content ideas,** and **voice.**

When it's time to create content, you'll pick a category and content idea. Quotes, jokes and copy should all align with your voice. Then you'll create a piece of content you can use on as many of your channels as possible.

HERE'S AN EXAMPLE:

1.

We created an educational blog feature using an image we took at a photoshoot.

We started with this image:

2.

Then edited it and layered in a PDF resource we were giving away as a download. The new image looked like this:

3. Then I wrote a blog with photo shoot tips, added the PDF as a download to the blog. Then we took snippets of the blog copy to create social media captions and to highlight the blog in our newsletter.

We recycled the blog copy and created another post- a reel of our photoshoot.

PHOTO SHOOT CHECKLIST

Date & Time

Bring

Location

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REMEMBER:

This same sequence would work well for a YouTube video instead (or alongside) of a blog.

USER GENERATED CONTENT:

Do you have a physical product or a physical location that your audience regularly posts about? This is called User Generated Content and it's a gold mine. Just share or repost what they have shared and tag them. Not only is this easy content for you, it's social proof that what you offer is in demand and loved by your customers.

REMEMBER:

Not every piece of content has to live on ALL of your channels. We certainly don't create a blog for every post we make! And not all of our social media posts make it into our newsletter. **The point is to stretch every piece of content you create as far as you can,** because different people are on different channels, and people need to see as much of your content as possible.

REPOST IT!

The shelf life of social content is short. Feel free to **repost** content that performed well again and again. You could even play around with a different image, video or caption, but essentially use the same content.

List and batch. Keep a running list of content ideas. Then when you're ready to create videos, shoot photos, or design graphics, you have a starting point. Then batch, batch, batch. Film as many videos as you can at once. Keep them organized so you can find and edit them when the time comes.

Use a **system** for keeping track of your posts and ideas. You can use a social media scheduling tool like Sprout or Later. You can create a Google doc or a dedicated Google calendar to plan out your posts. You could list it out on a piece of paper. Just getting your posts out of your head and into a system will make content creation so much easier.

FINAL TIP: REPURPOSE

Did we say that already? It's worth repeating. Take that content piece and turn it into a reel, a carousel, an image, or use it in your email newsletter.

STOP MARKETING, START STORYTELLING

- Maggie & Jess

maggie@socialcollectivemn.com

socialcollectivemn.com