



SOCIAL MEDIA STRATEGY TEMPLATE

Stop Posting Randomly. Build a Real Audience.

Accounts that post strategically grow 7x faster than accounts that post whenever they feel

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THE 60-30-10 CONTENT MIX

- ◆ 60% Value content: Tips, how-tos, education, answers to audience questions
- ◆ 30% Story content: Your journey, behind the scenes, process, real moments
- ◆ 10% Promotional content: Offers, products, CTAs — max 1 in 10 posts
- ◆ Value establishes authority. Story builds trust. Promo converts the trust into sales.
- ◆ Track engagement by content type — double what gets most comments and shares.

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PLATFORM-SPECIFIC RULES

- ◆ Instagram: Reels 3x per week (90 sec max) + 4 carousels per week
- ◆ TikTok: 1 video/day minimum, post Tue-Fri 2-6PM + Sat, trending audio boosts reach
- ◆ Pinterest: 3-5 pins/day (free traffic goldmine), evergreen content lasts years
- ◆ LinkedIn: 3 posts/week text + image, Tuesday 8-10AM best reach time
- ◆ Facebook: Video performs 59% better than any other format on this platform

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30-DAY CONTENT CALENDAR

- ◆ Week 1: Introduce your expertise — who you are, who you help
- ◆ Week 2: Solve 4 specific problems your audience has — one post per problem
- ◆ Week 3: Share proof — testimonials, results, before/af
- ◆ Week 4: Behind the scenes + soft pitch — show your process, then offer your product
- ◆ Month repeat: Vary format (video, carousel, single image), same core message

PRO TIP: Post CONSISTENTLY for 90 days before judging results. Algorithms reward persistence. You're building brand familiarity — that takes 7+ touchpoints before a purchase.

90-Day Campaign Templates at BarcaProduction.com