01 / THE STARTING POINT

Social content brief

Use this worksheet for organic Facebook and Instagram content. Complete what you know and bring the open questions to your marketing conversation.

01 Business and current channels

Business name, website and the social page links you already use.

02 The offer you want to explain

One service or product, the area you can serve and any real availability limits.

03 The customer and their question

Who is this for? What do they need to understand before contacting or buying?

04 The next step

What should someone do after the post? Include the relevant page, shop or contact route.

05 The material you can use

Approved photos, real work, product facts and brand guidelines. Note any reuse permissions to confirm.

06 The people and responsibilities

Who approves facts, who publishes and who replies to enquiries? Agree reply coverage.

Keep passwords and private customer records out of this worksheet.

02 / A FIRST CONTENT PLAN

Plan three useful posts

Use these slots to start the conversation. Agree the posting frequency, formats and production scope around the business and the material available.

POST 1 **Customer question, message and supporting material**

Next step and destination

Planned date / approver / reply owner

POST 2 **Customer question, message and supporting material**

Next step and destination

Planned date / approver / reply owner

POST 3 **Customer question, message and supporting material**

Next step and destination

Planned date / approver / reply owner

Before publishing

- ☐ Confirm the offer, dates and availability with the business.
- ☐ Confirm permission to use the images, quotes and project material.
- ☐ Check the destination and agree who handles the response.

At review time, keep posts delivered, interactions, website visits and verified enquiries separate. Discuss paid advertising and its budget separately from organic content work.

Talk through your brief

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