

Content Pillar Cheat Sheet

Content Pillars are a strategic framework that helps organise and guide your social media content creation efforts. We love them because they provide structure to brainstorming sessions, easing writers block and making content creation a breeze!

The three overarching content pillars we use are:

About

Educate

Promote

To make things even easier for you, we've put together a cheat sheet full of content ideas for each pillar!

Happy content creating!



About

PURPOSE:

The About Pillar focuses on showcasing your brand's personality & values. This content helps build trust, humanises your brand, and fosters deeper connections with your audience.

EXAMPLES

- Share your business values or mission statement and why they are important.
- Highlight customer or client testimonials with photos or videos.
- Showcase community involvement or charity work your business participates in.
- Share stories of challenges your business overcame and lessons learned.
- Introduce fun holidays or celebrations your team observes in the office.
- Highlight special skills or expertise of team members through spotlights.
- Share industry-related news, updates, or insights relevant to your audience.
- Feature collaborations or partnerships with other businesses or influencers.
- Share a personal story that relates to a challenge your audience is experiencing and how you overcame it
- Host virtual or in-person tours of your workspace or facilities.
- Share behind-the-scenes content showing your team at work or in team-building activities.
- Celebrate company milestones such as anniversaries, achievements, or expansions.
- Introduce new team members with fun facts or welcome messages.
- Showcase your office space or workspace setups to give followers a glimpse into your daily environment.
- Share behind-the-scenes glimpses of your workspace or production process.
- Highlight company milestones or anniversaries.
- Showcasing client success stories or testimonials.
- Share a day in the life of a team member or a typical workday.
- Share a 'how it started' vs 'how its going' business transformation to show your progress
- Highlight awards, achievements, or recognition your business has received.
- Celebrate special occasions or holidays with themed content.
- Share personal hobbies or interests of team members.
- Host live Q&A sessions or AMA (Ask Me Anything) sessions with team members.
- Share throwback photos or videos highlighting memorable moments in your business journey.
- Feature interviews with industry experts or influencers relevant to your niche.
- Share fun facts about your products/services or share the story behind your brand name/logo.
- Create content series around a theme such as "Meet the Team Mondays" or "Throwback Thursdays."



Educate

PURPOSE:

The Educate Pillar is all about providing valuable information, insights, and resources related to your industry, products, or services to position your brand as a knowledgeable authority.

EXAMPLES

- Create infographics or cheat sheets with quick tips or hacks related to your niche.
- Share a 'quick win' tip - something your audience can do straight away
- Host webinars, live streams, or virtual events to educate your audience on relevant topics.
- Collaborate with industry experts or influencers to co-create educational content.
- How to kickstart your [topic/result your audience wants] in [the year]
- Share industry reports or research findings related to your niche.
- Conduct live interviews or panel discussions with thought leaders in your industry.
- Share success stories or case studies highlighting how your products/services solved real customer problems.
- Create educational challenges or contests that encourage followers to learn and engage.
- Offer free resources such as e-books, toolkits, or mini-courses related to your industry expertise.
- Create a checklist type post with the title '5 daily habits that will help you [desired result]' or similar
- Recommend or highlight a favourite tool or resource you use that your audience would find helpful
- Share tool recommendations or resources that have impacted your business.
- Conduct polls or surveys to gather insights and engage your audience.
- Offer downloadable templates, checklists, or guides related to your industry.
- Share success stories or case studies in different formats like podcasts or videos.
- Host live tutorials or workshops showcasing your products or services in action.
- Answer a common question you receive from followers/customers all the time
- Share interesting facts or statistics related to your business or industry.
- Discuss common challenges or pain points faced by your target audience.
- Provide quick answers to frequently asked questions (FAQs) in your industry.
- Create explainer videos or infographics about your products or services.
- Share tips, tricks, or how-to guides related to your industry.
- Highlight industry trends or insights with informative posts.
- Bust common myths or misconceptions related to your industry.
- [Insert #] of things to do before [something your audience wants to do]



Promote

PURPOSE:

This pillar focuses on showcasing your products, services, promotions, & brand offerings and is designed to drive sales & generate leads.

EXAMPLES

- Showcase new product/service launches or updates.
- Share limited-time offers, discounts, or promotions.
- Create teaser videos or sneak peeks of upcoming product/service launches.
- Showcase user-generated content such as customer reviews, testimonials, or product photos.
- Run limited-time offers, flash sales, or promotional discounts for your products/services.
- Host social media contests, giveaways, or challenges with prizes related to your brand.
- Create a unboxing your product video
- Share a customer or user experiences with your products.
- Create product demo videos or tutorials showcasing different features or use cases.
- Share a transformation that your audience can relate to that touches on where they are now and where they want to be
- Collaborate with influencers or brand ambassadors to promote your products/services to their audience.
- Share a success story in creative formats such as carousel posts or stories.
- Create user-generated content campaigns encouraging customers to share their experiences.
- Highlight customer milestones or loyalty rewards programs.
- Share a 'how it started' vs 'how its going' transformation a client has achieved
- Share customer reviews or testimonials in video format for added impact.
- Run social media ads targeting specific customer segments or demographics.
- Create interactive polls, quizzes, or challenges related to your brand or products.
- Offer exclusive discounts or perks for social media followers or email subscribers.
- Share product comparison guides or reviews to help customers make informed decisions.
- Create teaser campaigns or countdown posts for upcoming product launches or events.
- Collaborate with influencers or brand ambassadors to showcase your products/services in action.
- Run contests, giveaways, or challenges to engage your audience.
- Share user-generated content or customer stories related to your brand.
- Create teaser posts or sneak peeks of upcoming offerings.

