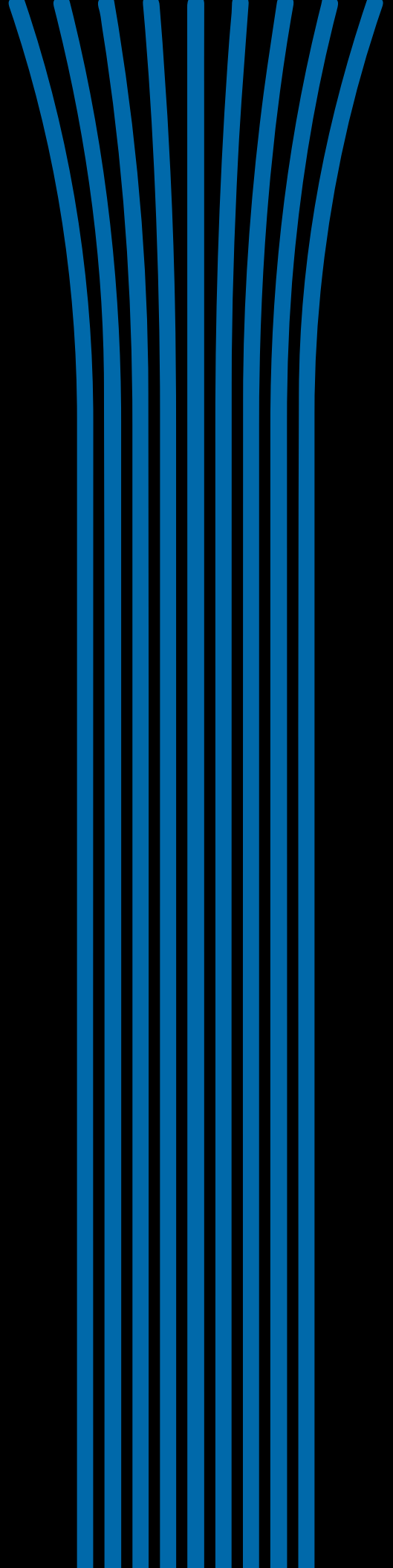


rockstarrmoon

THE
**SOCIAL
CONTENT
STRATEGY**
PLAYBOOK

A detailed guide to take your content from concept to execution. Craft bite-sized bursts of brilliance that leave your audience hungry for more.



DEVELOP A SOCIAL CONTENT STRATEGY

Welcome to the world where content reigns supreme. At Rockstarr & Moon, we don't just create content; we craft bite-sized bursts of brilliance that leave your audience hungry for more. Our approach? Simple—snackable bits repurposed across various mediums to engage your target audience while solidifying your authority and credibility.

Although this playbook won't dive into the nitty-gritty of content creation, don't worry—we've got you covered. Check out our Content Creation Playbook for a detailed guide to take your content from concept to execution.

DEFINE YOUR CONTENT PILLARS

First things first: Establish the foundation with your content pillars. These are your mainstays, the 3-5 key topics aligning your expertise with your audience's interests. Think of them as the backbone of your strategy, ensuring every piece of content speaks directly to what (and who) matters most.

HOW TO IDENTIFY YOUR CONTENT PILLARS:

- **Analyze Your Expertise:** What areas do you excel in? Where is your knowledge unmatched?
- **Understand Your Audience:** What topics pique their interest? What problems need solving?
- **Balance and Blend:** Ensure your pillars are diverse enough to cover all facets of your industry but focused enough to present a unified message.

CREATE A CONTENT STRATEGY CALENDAR

Spontaneity is great, but planning is paramount when it comes to content. A content calendar keeps your strategy on track, ensuring consistency and variety across your posts.

STEPS TO CRAFTING YOUR CONTENT CALENDAR:

- **Determine Posting Frequency:** Decide how many days a week you'll post on each profile—both business and personal. Consistency is key.
- **Mix It Up:** Plan your content to vary throughout the week. A monotone feed is a dead feed. Keep it lively.
- **Media:** LinkedIn's versatility allows for a rich mix, including articles, posts, videos, and polls.
- **Content:** Avoid the sales trap. Sure, promotion has its place, but it's not everything. Your content should be engaging, valuable, and resonate with your audience. Here's a quick breakdown:
 - **Industry Insights:** Share the latest trends and news, positioning your brand as a thought leader.
 - **Testimonials/Reviews:** Let your satisfied customers do the talking. Nothing beats social proof.
 - **Success Stories:** Highlight milestones and achievements. Show, don't tell.
 - **Product or Service Information:** Write informative posts about your offerings, but remember to balance them with other types of content.

THE RULE OF THIRDS

To keep your content fresh and engaging, follow the rule of thirds:

- **Promotional Content:** One-third of your content should promote your business, convert readers, and generate profit.
- **Curated Content:** Another third should share ideas and stories from thought leaders in your industry or like-minded businesses.
- **Engagement Content:** The final third should aim to engage with followers directly, asking questions, responding to comments, and starting conversations.

EXAMPLES

LINKEDIN

Week	Monday	Tuesday	Wednesday	Thursday	Friday
1	Insights (animated text)		Success Stories (video)	Newsletter Article	General Post (static image)
2	General Post (animated text)	General Poll	Insights (static image)		Product Info (static image)
3	Success Stories (static image)		General Post (static image)		Insights (animated text)
4	General Post (static image)	Industry Poll	Product Info (animated text)	Newsletter Article	General Post (static image)

GOOGLE BUSINESS

Week	Monday	Tuesday	Wednesday	Thursday	Friday
1		Insights (animated text)		Product Info (static image)	
2		General Post (animated text)		Success Stories (video)	
3		General Post (static image)		Product Info (animated text)	
4		Success Stories (static image)		General Post (static image)	

NEXT STEPS

You've got the roadmap. Now, it's time to take the wheel and drive your social content strategy forward. This isn't about following trends—it's about setting them. Craft each post with purpose, engage with authenticity, and let your content resonate deeply with your audience.

Your brand's story is waiting to be told. Every piece of content you create should be a testament to your unique voice and vision. Don't settle for mediocrity; go all in and make every interaction count.



NEED HELP?

Need an extra push to bring this strategy to life? The Rockstarr team is ready to help you smash through the noise and leave a lasting impact.

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