

# Easy Social Media

By following a consistent rhythm, you ensure your social presence remains a balanced and effortless part of your business growth. By committing to **two** high-quality posts per week positions your business or organization for maximum recognition, signaling that your brand is reliable and built to last.



### Pro-Tip for the DIYer:

Think of your social media not as a megaphone for shouting, but as a front porch for your business. When you show up consistently with helpful, simple tips, you create an inviting space that makes it easy for your ideal clients and members to step forward, introduce themselves, and start a conversation.

## Your Structural Social Media Plan

GOAL	POST #1: Tuesday	POST #2: Thursday
STRATEGY	Share a "How-To" or a "Pro-Tip."	A "Clear Invitation" to work with you or experience a Better Result.
BLUEPRINT	<p><b>Headline:</b> Is Your Message Landing?  <b>Image:</b> Photo of a project in progress.  <b>Caption:</b> "Three simple ways to check if your business message is hitting the mark. (Tip #1: Use the 'Plumb Line' Rule!)"</p>	<p><b>Headline:</b> Your Project Starts Here. Schedule Your Visit!  <b>Image:</b> Graphic featuring your logo.  <b>Call to Action:</b> "Ready to take your project from blueprint to reality? Click the link in bio to schedule your 15-minute Site Visit!"</p>

### [ POLL BANK ]

#### For Retail Business

- POLL #1: Help us pick the summer vibe! Are we feeling Fresh Citrus or Lavender?
- POLL #2: Best way to shop local? Browsing IRL or quick pickup?

#### For Service Business

- POLL #1: You get 5 hours back this week. Which task are you handing off: Admin or accounting?
- POLL #2: When is your productivity peak: Morning or Afternoon?

#### For Group or Organization

- POLL #1: Help us pick our next expert! Which session would bring more value? Networking or Time Management Hacks? Vote below!
- POLL #2: What is the best time for our next team-building dinner? 5:00PM or 6:30PM?

### [ QUIZ COLLECTION ]

#### For Retail Business

- QUIZ #1: What is your decorating style?  
**Choices:** Functional, Personal, or Proportional
- QUIZ #2: The BFF Gift Challenge, which item from our shop matches your bestie's vibe?

#### For Service Business

- QUIZ #1: Location of standard operating procedures?  
**Choices:** A) In my head, B) In a Google Doc, C) Documented and followed by my team
- QUIZ #2: Your biggest bottleneck?  
**Choices:** A) Not enough staff, B) Too many unqualified leads, C) Excessive acquisition costs

#### For Group or Organization

- QUIZ #1: Which type of meeting gives you inspiration?  
**Choices:** IRL (In Real Life) or Virtual
- QUIZ #2: What is your digital superpower?  
**Choices:** Data Storyteller, Cross-Functional Creator, AI Whisperer, or Meme Architect

