

What to post on social media?

Content with purpose

An introduction with Kate Llewellyn



Introduction

A bit about me... Kate Llewellyn

- ✓ Content writer
- ✓ Marketing consultant
- ✓ Small business supporter
- ✓ Lexicographer
- ✓ Academic book editor
- ✓ Head Content Clubber



What we will cover



Different
types
of 'content'

Different
types of
'posts'

How to
come up
with an
initial
idea

How to
turn ideas
in to
content with
purpose



What to post on social media?

1st ...let's think about the format

Different types of content



- Text only - captions
- Photos
- Video – short or long
- Images
- Infographics
- Files/PDFs/Resources
- Audio

Consider:

- What have you got already?
- What do you like to create?
- What are the barriers?

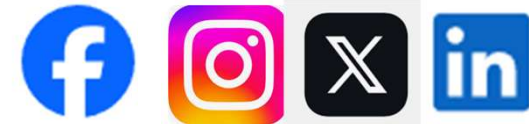
What do you like creating?



What to post on social media?

2nd ...let's think about the platform

Summary of types



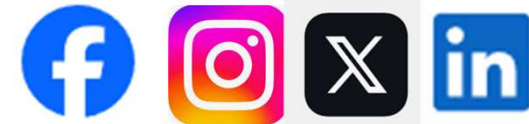
SUMMARY

- **Posts**

- All platforms
- Appears in main newsfeed
- Indefinitely available
- Text (caption), image and/or video (square or rectangle)
- Multiple pictures = carousels

Understanding key terms
from the primary platforms

Summary of types



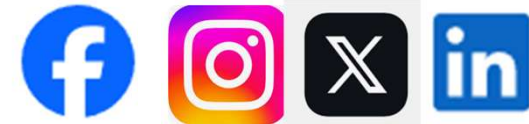
Understanding key terms
from the primary platforms

SUMMARY

- **Stories**

- Facebook and Instagram (& TikTok)
- Primarily at top of screen/feed
- Lasts 24 hours (can be saved to profile (highlights))
- Text, single image, collage or video (9:16 vertical rectangle)
- Add functionality via stickers

Summary of types



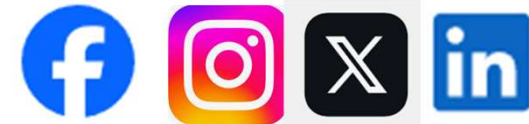
SUMMARY

- Reels

- Instagram and Facebook, (+ TikTok & YouTube Shorts)
- Appears in main newsfeed, own 'row' and own dedicated feed
- Length – approx. 2 mins
- Indefinitely available
- Text (caption), image, slideshows and/or video (9:16 vertical rectangle)

Understanding key terms
from the primary platforms

Summary of types



SUMMARY

Understanding key terms
from the primary platforms

- **Video** – live & pre-recorded
 - Facebook, Instagram, LI and X (+TikTok & YouTube)
 - Appears in main newsfeed and own dedicated feed
 - Length – 2 mins-8 hours!
 - Video, slideshows, screenshares, podcasts (16:9 horizontal rectangle...will adapt to vertical)
 - Automated captions (except Instagram)

Summary of types



Understanding key terms
from the primary platforms

Any other terminology?

Let me know in the chat if there are any other terms you are unfamiliar with.



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What to post on social media?

3rd ...let's think about some post ideas

Topic ideas



1. Consider main goals or plans for your business

- What do you want your marketing to achieve?

2. Audit your past content

- What have you done before, enjoy doing and is effective?

3. Do a brainstorm / mind dump

- What does your audience want or need to know about?

4. Ask AI

- What does 'the internet' want to know about your business, profession and services?

*Tip: Don't think
about content yet,
think about your
business*

Focus on one idea

Topic ideas



HOW TO CHOOSE YOUR TOPIC

1. Will it work well for what you want to do/sell in the coming months?
2. Will the content have good longevity?
3. Do you feel passionate/excited about creating content on this topic?

Ideally, we want to answer 'yes' to at least 2 of these...

Now it's your turn...



What to post on social media?

...let's turn your ideas into content with purpose

Content ‘purposes’



Ensure variety by creating content of different types
with different purposes or aims.

Ask

‘What do I want to achieve with my content?’

‘What do I want content consumers to do with it?!’

Pick a ‘topic’ or ‘theme’ and post about it using these 6 purposes:

Credibility

Education

Engagement (Interaction)

Entertainment

Sales (services/products)

Sharing (Other/Others’ content)

Credibility



Content examples

- Testimonials
- Case studies
- Feedback
- Introduction
- **Sharing experience / education**

TOPIC EXAMPLE: Share a testimonial about how your service helped improve their roses.

Share a course or expertise you have in caring for roses or a particular rose garden

Purpose =

To evidence your ability

To build trust and authority

To convince

Education



Purpose =

To educate your audience

To show off expertise and knowledge

Content examples

- Top tips
- Advice
- How to
- Answering 'FAQs'
- Guides

TOPIC EXAMPLE: Give 3 top tips to keep roses healthy

Answer a FAQ, such as 'when should I prune my roses?'

Engagement



Purpose =

To prompt interaction

To show you are interested

Content examples

- Questions
- Polls
- ‘Comment below’
- Pick an option
- Sharing scenarios
- ‘Caption this’
- Sign up

TOPIC EXAMPLE: Run a poll asking people which types of roses they have.

Ask what people love/hate most about their garden

Entertainment



Purpose =

To show your fun or lighter side

To build your 'like-ability'

Content examples

- Memes
- Quotes
- Jokes
- Funny stories
- Fun photos

TOPIC EXAMPLE: Use quote “There is no rose without thorns” when talking about hard work/bad weather

“Day in the life of a gardener” with roses

Sales



Purpose =
To help to buy directly
To make money (!)

Content examples

- Examples of products / services
- Clear sales instructions
- Invitations to book call / get in touch
- Statistics

**TOPIC EXAMPLE: Need help with your roses?
Book my specialist pruning training service...**

**Concerned about your roses blooming in 2025?
Let's have a call today about my special rescue
package**

Sharing



Content examples

- Links to own content, webpages and blogs
- Links to others' webpages and blog posts
- Others' posts or content
- Professional news
- Interesting articles

TOPIC EXAMPLE: Harkness Roses announces rose of the year 2025 – 'You're my everything'

Local garden centre – rose offer

Own rose tips blog or video

Purpose =

To broaden reach and visibility

To show own engagement



What to post on social media?

...make a plan using 'purposes'

How often?



Example LinkedIn monthly commitment:

= 10 posts / which purpose

1 x 'other' / must have

1 x credibility

2 x education (1 post and 1 video)

2 x engagement

1 x entertainment

2 x sales

1 x share

**Set a minimum content
commitment (MCC)**

**How often you will publish
content on your chosen
platforms**

Template plan



WEEK	Mon	Tues	Wed	Thu	Fri	Sat	Sun
1	Education		Entertainment				
2		Networking – 2nd Tuesday (cred/eng)		Engagement			Credibility
3	Sales - direct		Share				
4		Education		Sales		Engagement	

July plan



Topic: Roses

WEEK	Mon	Tues	Wed	Thu	Fri	Sat	Sun
1	Education - 3 top tips		Entertainment – meme about gardening in all weathers				
2		Must have – 2nd Tuesday networking (cred/eng)		Engagement – poll about rose types			Credibility – Testimonial from rose pruning lesson
3	Sales – rose pruning lesson		Share – old blog about when to prune				
4		Education – video of rose pruning		Sales – rose rescue package discovery call		Engagement – Q: What do you love most about roses?	

Thank you



Any final questions?