

FOR HUMANS WHO POST

# UNBLAND YOUR SOCIAL.

*The no-BS playbook for showing up online...  
without selling your soul (or your sanity).*

A GUIDE BY STUDIOLIT

WELCOME

# Hey, you. YEAH, YOU —

The one with the brand, the business, the side hustle, the dream, and the calendar full of “I should really post more on Instagram” guilt.

## Welcome.

This is the guide I wish someone had handed me back when I was staring down a blank content calendar and a brain full of generic “engagement tips” that all sounded like they were written by the same vaguely caffeinated marketing bro.

**SOCIAL MEDIA  
DOESN'T HAVE  
TO BE A  
SOUL-SUCKING  
CONTENT  
TREADMILL.**

**IT JUST HAS TO  
BE INTENTIONAL.**

So that's what we're doing here. Together. We'll walk through how social media **ACTUALLY** works in 2026 – the platforms, the algorithms, the audience, the strategy, the formats, the formulas – and by the end you'll have something most people scrolling right now don't have...

## A plan.

Not a vibe. Not a hope. Not a Pinterest board of “aesthetic” templates you'll never use. An actual, working, brand-aligned plan.

Grab a coffee. Or a margarita. I don't judge.

*Let's go.*

# WHAT'S INSIDE.

Seven parts. One playbook. Built for skimming, designed for doing. Dog-ear the worksheets – you'll come back to them.

<b>01</b>	<b>PROFILE FIRST</b>	<b>05</b>
	Handle, logo, bio, pinned post · + Bio Examples	
<b>02</b>	<b>THE PLATFORM LANDSCAPE</b>	<b>08</b>
	A read on every major platform's personality · who lives where	
<b>03</b>	<b>HOW SOCIAL ACTUALLY WORKS</b>	<b>12</b>
	Algorithms, content types, engagement signals, organic vs paid	
<b>04</b>	<b>KNOW YOUR PEOPLE</b>	<b>15</b>
	Audience research, intent, psychology · + <a href="#">Persona Worksheet</a>	
<b>05</b>	<b>STRATEGY THAT ACTUALLY WORKS</b>	<b>19</b>
	Pillars, goals, planning · + <a href="#">Pillars Planner Worksheet</a>	
<b>06</b>	<b>FORMATS, PLATFORMS &amp; GETTING NATIVE</b>	<b>23</b>
	Cheat sheets, dos & don'ts · + <a href="#">Content Calendar Worksheet</a>	
<b>07</b>	<b>WORDS THAT WORK</b>	<b>27</b>
	Thirteen copywriting formulas to steal · best-by-channel matchmaker	

**DON'T  
AIM FOR  
VIRAL.  
AIM FOR  
VALUABLE.**

**THE REST FOLLOWS.**

*Read that twice.*

START HERE

# PROFILE FIRST.

*Before you publish a single caption, make sure your profile is clear, clickable and client-ready. You get a few seconds to make a strong impression – use these to make them count.*

# FIX THE **PROFILE,** THEN POST.

## 01 **BUSINESS NAME – THE HANDLE**

This is what shows up in your profile URL – and your customers will type it, screenshot it, and (if you're lucky) tag it. So make it COUNT.

Use your actual business name. Not a clever variation. Not "the real[brandname]." Not "[brandname]\_official." If your business name isn't available on a platform, get as close as humanly possible – add your city, your category, or "co" / "studio" / "shop" at the end.

## 02 **PROFILE PIC – THE LOGO**

This is where business profiles diverge **HARD** from personal accounts.

Use your LOGO. The clean one. The one we designed for exactly this moment.

Not a photo of the owner. Not a product shot. Not a stock graphic. Your logo.

Why? Because every platform crops your profile photo into a tiny circle – usually at 110x110 pixels or smaller. Your logo is the **ONLY** visual asset built to be recognizable at that size. A face gets squished. A product gets cropped. A logo? Literally designed for the moment.

## 03 **NAME + DESCRIPTOR – THE LABEL**

This is what shows up under your handle at the top of your profile. On most platforms, this field is **SEARCHABLE** – meaning the words you pick here directly affect whether your business shows up when someone searches Instagram, Facebook, or LinkedIn for what you do.

Use your business name, then add a short descriptor that says **EXACTLY** what you do. Don't be cute. Be findable.

Rules of the road:

- Business name first. Descriptor second.
- Use the actual words your customers would search for – not your insider jargon.
- Local business? Include your city or region. It's free local SEO.
- Keep it tight. Most platforms cut you off around 30-50 characters.

# THE BIO / HEADLINE.

Your bio is where you showcase your brand, your expertise and your value – in almost no space. Instagram gives you **150 characters**. LinkedIn gives you **220**. So we keep it tight.

Just remember *VIP*

## V

### VALUE

*"I help [who] with [what]."*

State who you serve and what you do for them. One line.

## I

### IDENTITY

Build trust. Credentials, results, recognition – or, if you're early, share what makes you, you outside of work.

## P

### PROMPT

Tell your ideal client what to do next. "DM me to learn how I can help." Done.

## ALL TOGETHER

*"Custom home design + build across Northern Arizona. Trusted by 200+ Prescott Valley families since 2011. **Start with a discovery call.**"*

## WRITE AN INTRO POST

Pin it to the top of your profile. The goal: give every new visitor a clear snapshot of **WHAT** your business does, **WHY** it exists, and **HOW** to take the next step. A simple skeleton:

- A.** The intro – what your business does + who it's for
- B.** The "why" – what makes you different (origin story, philosophy, signature approach)
- C.** The CTA – book, shop, message, visit, follow for X

**Pro tip:** if you've got a brand story video or a strong founder photo carousel, those work even harder as a pinned post than text alone.

*Now it's time to show up and post consistently.*

# THE 2022 PLATFORM LANDSCAPE.

*Every platform has a personality. If your brand's personality doesn't match the room you walk into, you'll feel weird, look weird, and underperform. Let's read the rooms.*

# THE BIG VISUAL 3.

Visual-first. Algorithm-heavy. Three of the biggest rooms on the internet, with very different vibes.

## VISUAL-FIRST

### INSTAGRAM

#### BEST FOR:

Aesthetic visuals, lifestyle content, brand-building, and Reels.

#### WHO LIVES HERE

Millennials, Gen Z, influencers, small businesses, and anyone who loves visually polished content.

#### STRENGTHS

Highly visual. Strong shopping tools. Reels reach is still real. Great for building a brand identity people can SEE.

#### LIMITATIONS

Competitive. Algorithm-heavy. Demands constant content variety (feed posts, Stories, Reels, the works).

## FAST & LOUD

### TIKTOK

#### BEST FOR

Fast-paced video, trends, personality, and the occasional viral moment.

#### WHO LIVES HERE

Gen Z, Gen Alpha, younger Millennials, and anyone with a 7-second attention span (which... most of us, honestly).

#### STRENGTHS

Insane organic reach. Low barrier to entry. You don't need a studio – you need a phone and a point of view.

#### LIMITATIONS

Content moves at the speed of light. Trends die in days. Not every industry belongs here.

## STILL POWERFUL

### FACEBOOK

#### BEST FOR

Groups, niche communities, long captions, local business, informational stuff.

#### WHO LIVES HERE

Families, Gen X, Boomers, Millennials, small businesses.

#### STRENGTHS

Massive global user base. Best-in-class community features. Still a powerhouse for ads.

#### LIMITATIONS

Organic reach is rough. Younger audiences? Mostly gone.

# WORDS & WORK

Where ideas, expertise, and long-form video do the heavy lifting.

## CHAOS & OPINIONS

### X

#### BEST FOR

Real-time updates, news, thought leadership, opinions, chaos.

#### WHO LIVES HERE

Journalists, tech crowds, activist communities, Gen Z, Millennials.

#### STRENGTHS

Fast. Text-friendly. Great for sharing ideas and starting conversations.

#### LIMITATIONS

Reactive. Not visual-first. The algorithm changes its mind every six weeks.

## PROFESSIONAL ENERGY

### LINKEDIN

#### BEST FOR

Industry insights, professional networking, educational content, thought leadership.

#### WHO LIVES HERE

Professionals, founders, creators, learners – anyone trying to grow skills, ideas, or connections.

#### STRENGTHS

High organic reach (yes, really). Strong networking. Content has a long shelf life. Excellent for credibility.

#### LIMITATIONS

Not the move for lifestyle or visual-first brands. Professional energy expected – but you don't have to be stiff to win here.

## THE COMPOUND-INTEREST PLATFORM

### YOUTUBE

#### BEST FOR

Tutorials, long-form video, reviews, deep-dive education.

#### WHO LIVES HERE

Literally everyone. It's the most universal platform on the internet.

#### STRENGTHS

Searchable. Evergreen. The closest thing social media has to compounding interest.

#### LIMITATIONS

Higher production effort. Slower growth. Editing eats your weekends.

# INSPO. TAKES.

Two more rooms worth profiling – and the real question they raise.

## HIGH-INTENT

### PINTEREST

#### BEST FOR

Inspiration boards, aesthetics, evergreen visuals, planning.

#### WHO LIVES HERE

DIY lovers, shoppers, planners, mood-board people.

#### STRENGTHS

High-intent users – they're closer to buying. Great for blog and ecommerce traffic. Strong discovery engine.

#### LIMITATIONS

AI slop is starting to dilute the platform. Lots of competition for visibility. Not built for community interaction.

## MICROBLOG

### THREADS

#### BEST FOR

Thoughtful text updates, conversations, microblogging.

#### WHO LIVES HERE

People who want substance over screenshots, with heavy crossover from the X crowd.

#### STRENGTHS

Encourages real engagement via replies. Great for sharing expertise. Growing fast.

#### LIMITATIONS

Limited multimedia compared to other platforms.

## SO... DO YOU NEED TO BE ON EVERY PLATFORM?

**Short answer:** absolutely not.

**Longer answer:** also absolutely not – but putting every egg in one basket is just as risky, so don't do that either.

The strongest brands don't try to be everywhere. They pick the platforms where their people actually hang out, and they show up CONSISTENTLY on those. Most brands thrive on 2-4 well-managed platforms.

### RULE OF THUMB

## QUALITY BEATS QUANTITY.

Every single time. No exceptions.  
Don't @ me.

# HOW SOCIAL ACTUALLY WORKS.

*Algorithms aren't magic. They're not out to get you.  
They're pattern-matchers. Let's read the patterns  
so you can stop guessing why posts fly or flop.*

# ALGORITHMS *AKA* THE GATEKEEPERS.

Social media algorithms are the sorting systems that decide what people see in their feeds. They're not magic. They're not out to get you. They pay attention to signals like:

- ✓ How long someone watches your content
- ✓ Whether people comment, share, or save your post
- ✓ What topics that user already engages with
- ✓ How original or genuinely helpful the content feels

In plain English: the algorithm boosts content people enjoy and buries content people ignore.

**THAT'S IT.  
THAT'S THE WHOLE GAME.**

## CONTENT TYPES YOU'LL ACTUALLY USE.

### FEED POSTS

Photos, graphics, carousels.

### STORIES

Casual, temporary, fast.

### REELS / SHORTS / TIKTOKS

Short-form vertical video.

### LONG-FORM VIDEO

Tutorials, deep dives, YouTube-style.

### LIVE VIDEO

Q&As, events, real-time streaming.

### COMMUNITY POSTS

Notes, text updates, polls, threads.

## THE SIGNALS THAT MATTER

# ENGAGEMENT, RANKED.

Engagement is how you whisper to the algorithm, "hey, this is worth seeing." Not all engagement is created equal. The hierarchy, weakest to strongest:

### 01 LIKES

Polite. The nod across the room.

### 02 COMMENTS

Way better than likes.

### 03 SHARES

Good enough to pass along.

### 04 SAVES

The GOAT. Top value signal.

### 05 FOLLOWS

Compound interest of social.

# ORGANIC *VS* PAID.

Two ways content lands in front of humans. Knowing the difference will save you money – and save you from missing the moment paid actually makes sense.

**FREE • SLOW • DURABLE**

## ORGANIC REACH

Your natural visibility. No ad spend. Pure content, pure timing, pure community. Organic is where you build trust, experiment, and learn what genuinely resonates.

### SHAPED BY

- ✓ Engagement
- ✓ Watch time
- ✓ Topic relevance
- ✓ Consistency
- ✓ Trends

**FAST • POWERFUL • CONDITIONAL**

## PAID REACH

This is where you boost visibility through ads. Most beginners start with organic and add paid *later* – once they know what's working.

### USEFUL WHEN YOU WANT TO

- ✓ Build brand awareness fast
- ✓ Launch a product
- ✓ Reach a specific, niche audience
- ✓ Grow faster than organic allows

*Real  
Talk.*

**PAID AMPLIFIES WHAT'S  
ALREADY WORKING. IT DOESN'T  
FIX WHAT'S NOT.**

If your organic content isn't landing, throwing money at it just makes more people not-care louder.

THE PART NOBODY WANTS TO DO

# KNOW YOUR PEOPLE.

*Everyone wants to skip straight to “what should I post on Tuesday?” before they’ve answered “who am I even talking to?” Don’t be everyone. Be specific.*

# START WITH WHO, NOT WHAT.

## AUDIENCE RESEARCH BASICS

Before you write anything, know who's on the other end. You don't need to be a forensic researcher – even a basic understanding of your people will make your content **10× stronger**.

Key elements to explore:

- ✓ Demographics – age, location, job, income.
- ✓ Niches – the specific community or subgroup they belong to.
- ✓ Psychographics – values, interests, motivations.
- ✓ Behaviors – what content they engage with, how they use social, what problems they want solved.

## BEFORE A SINGLE CAPTION:

### UNDERSTAND USER INTENT

User intent is why someone opens an app in the first place. Match your content to their “why” and you'll skyrocket past creators still posting whatever they feel like.

### MOST PEOPLE OPEN SOCIAL TO:

- ✓ Be entertained
- ✓ Learn something
- ✓ Get inspired
- ✓ Do work
- ✓ Catch up
- ✓ Feel connected

## SOCIAL MEDIA PSYCHOLOGY

# MEET PEOPLE WHERE THEY ALREADY ARE.

This isn't about manipulating anyone. It's about showing up with content that fits the headspace people are already in when they scroll.

**01**

### SCROLLING HABITS

Quick decisions.  
Fast impressions.

**02**

### ATTENTION SPANS

You've got seconds.  
Sometimes less.

**03**

### BEST TIMES TO POST

When YOUR audience is scrolling.

**04**

### TREND BEHAVIOR

Why people pile onto formats & sounds.

**05**

### REWARD SYSTEMS

A laugh. A lesson.  
A save-worthy idea.

# YOUR SECRET WEAPON.

Audience personas are fictional-but-realistic profiles of your ideal followers. Snapshots of the humans you want to attract.

Once you have a few, content creation gets so much easier – because you stop guessing and start writing TO someone.

## WHY PERSONAS MATTER

- They give you clarity on who you're actually speaking to.
- They make content planning faster and more consistent.
- They help you tailor tone, visuals, and messaging without overthinking.

## A STRONG PERSONA ANSWERS

- What problems or frustrations does this person have?
- What motivates them to engage, click, or share?
- What goals or interests do they have?
- What tones, visuals, or styles do they respond to?
- What platforms do they live on?
- What formats do they prefer?

## MATCH CONTENT TO EXPECTATIONS

Run every piece of content through this filter:

**TO**NE Casual, playful, professional, bold?

**FOR**MAT Short video, graphic, text post, carousel?

**DEL**IVERY Quick tips, story, deep dive, humor?

**VIS**UAL Clean, colorful, aesthetic, educational?

*Heads up -*

**IF YOU'RE TALKING TO LINKEDIN PROS IN TIK-TOK ENERGY – OR GEN Z IN LINKEDIN-SPEAK – YOU'LL CONFUSE BOTH.**

FILL IT IN

# BUILD A PERSONA.

Print this. Fill it with a real, specific human. Vague personas write vague content. Tape this to your monitor. Re-read it every time you open a caption draft.

PERSONA NAME		ROLE / TITLE		SKETCH / VIBE	
AGE	LOCATION	INCOME	NICHE		
PROBLEMS & FRUSTRATIONS			GOALS & MOTIVATIONS		
VALUES & PSYCHOGRAPHICS			WHAT GETS THEM TO ENGAGE / SHARE		
PLATFORMS THEY LIVE ON - CIRCLE TOP 2 <input type="checkbox"/> INSTAGRAM <input type="checkbox"/> TIKTOK <input type="checkbox"/> FACEBOOK <input type="checkbox"/> X <input type="checkbox"/> LINKEDIN <input type="checkbox"/> YOUTUBE <input type="checkbox"/> PINTEREST <input type="checkbox"/> THREADS			PREFERRED FORMATS <input type="checkbox"/> REELS <input type="checkbox"/> CAROUSELS <input type="checkbox"/> STORIES <input type="checkbox"/> LONG VIDEO <input type="checkbox"/> TEXT POSTS <input type="checkbox"/> LIVE		
TONE THAT WORKS		VISUAL STYLE		A POST THEY'D SAVE / SHARE	

THE PART THAT CHANGES EVERYTHING

# STRATEGY THAT ACTUALLY WORKS.

*When you plan with strategy, content stops being “fun stuff to share” and becomes a TOOL – one that moves your brand toward real goals.*

# THREE QUESTIONS. ONE PLAN.

Stripped down, a content strategy is a plan that answers three questions.

<p>?</p> <p><b>WHAT WILL YOU POST?</b></p> <p>Themes. Topics. Types of content.</p>	<p>?</p> <p><b>WHY ARE YOU POSTING IT?</b></p> <p>Awareness, engagement, conversion. Pick one per post.</p>	<p>?</p> <p><b>WHO IS IT FOR?</b></p> <p>Your audience &amp; their actual needs.</p>
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## CONNECT BRAND GOALS TO AUDIENCE NEEDS

### MATCH THE GOAL TO THE MOVE.

A solid strategy balances what YOU want with what THEY want.  
Every post should move your brand AND give your audience something.

<p><b>GOAL – EDUCATE:</b></p>	<p>Share tutorials, tips, how-tos.</p>
<p><b>GOAL – ENGAGE:</b></p>	<p>Polls, challenges, community questions.</p>
<p><b>GOAL – SELL:</b></p>	<p>Product demos, launches, limited-time offers.</p>
<p><b>GOAL – TRUST:</b></p>	<p>Testimonials, case studies, user-generated content.</p>
<p><b>GOAL – INSPIRE:</b></p>	<p>Storytelling, behind-the-scenes, transformations, spotlights.</p>

# CONTENT PILLARS, DECODED.

The themes your brand consistently posts about. They keep messaging consistent and make planning roughly 1,000% easier.

## PLANNING TIPS FOR BEGINNERS (AND BURNED-OUT PROS)

Planning doesn't have to be complicated. It just has to exist.

- 01 Brainstorm themes first.**  
Lean into your pillars.
- 02 Map content to goals.**  
Know which posts serve which goal.
- 03 Stay consistent.**  
Random posting confuses your audience and tanks reach.
- 04 Follow a simple structure.**  
Theme → Topic → Format → Caption → Visual.
- 05 Use one tool.**  
Don't scatter your plan across seventeen apps.

## COMMON PILLAR CATEGORIES

You don't need ALL of these. You need the right MIX for YOUR brand.

**EDUCATION**

**PROMOTION**

**AUTHORITY**

**ENTERTAINMENT**

**COMMUNITY**

**INSPIRATION**

## HOW TO BUILD YOUR PILLARS

Balance what your brand wants to communicate with what your audience values most. Pick **3-5** to keep things focused but versatile.

- What problems can I help solve?
- What topics do I want to be known for?
- What formats am I actually good at (or enjoy)?
- What does my audience already respond to?
- Which pillars support my top marketing goals?

**DON'T LEAN  
TOO HEAVILY  
ON PROMOTION.**

Your audience wants value, not a 24/7 sales pitch

*80% value, 20% sell.*

# PICK YOUR PILLARS.

For each pillar, define the theme, who it serves, what formats fit, and a few post ideas. This becomes your monthly planning shortcut.

<b>01</b> PILLAR	THEME / TOPIC	FORMATS	3 POST IDEAS
	GOAL IT SERVES	PLATFORM(S)	

<b>02</b> PILLAR	THEME / TOPIC	FORMATS	3 POST IDEAS
	GOAL IT SERVES	PLATFORM(S)	

<b>03</b> PILLAR	THEME / TOPIC	FORMATS	3 POST IDEAS
	GOAL IT SERVES	PLATFORM(S)	

# FORMATS, PLATFORMS & GETTING NATIVE.

*Knowing your audience is half the equation.  
Knowing how to SHOW UP on each platform  
is the other half. Cheat sheets, dos & don'ts,  
and a calendar to make it real.*

# FORMATS, RANKED BY ROOM.

## INSTAGRAM

Reels reach • Carousels educate • Stories connect

**Pro tip** – polished but still real. Lean into Reels for reach, carousels for save-worthy depth.

## TIKTOK

Trending audio • Duets • TikTok Live

**Pro tip** – don't overthink production. TikTok rewards authenticity and in-the-moment clips.

## FACEBOOK

Groups • Events • Image/Video posts

**Pro tip** – Facebook loves community. Post discussions and questions, not just announcements.

## LINKEDIN

Long-format text • PDF carousels • Video

**Pro tip** – be helpful, not salesy. And no, you don't have to sound like a press release.

## PINTEREST

Pins • Boards • Idea pins

**Pro tip** – Pinterest is a visual search engine. Treat it like SEO with prettier outfits.

## YOUTUBE

Long videos + shorts

**Pro tip** – Shorts attract new audiences. Long videos build loyalty. Use both.

## MATCH FORMATS TO GOALS

### GOAL = REACH

Short-form video. Trending audio. Shareable content.

### GOAL = INTERACTION

Carousels. Polls. Stories. Community prompts.

### GOAL = CONVERSION

Demos. Long-form education. Testimonials. Promo graphics.

# DO. DON'T. DONE.

The unspoken rules that keep your content from feeling out of place on each platform.

## INSTAGRAM

**DO** use high-quality visuals and strong hooks

**DON'T** post long text blocks ON graphics

## TIKTOK

**DO** make the first few seconds impossible to scroll past

**DON'T** overpolish. It reads as inauthentic

## FACEBOOK

**DO** engage in groups and start real conversations

**DON'T** neglect long captions – they still work here

## LINKEDIN

**DO** lead with insight, lessons, or professional growth

**DON'T** use slang-heavy, meme-style content

## PINTEREST

**DO** use keywords in titles and descriptions

**DON'T** treat it like Instagram – searchability beats aesthetics

## YOUTUBE

**DO** create tutorials with strong titles & thumbnails

**DON'T** ignore your thumbnail. It's your billboard.

## REPURPOSE LIKE A PRO

# ONE IDEA. MULTIPLE ROOMS.

Take ONE strong idea and adapt it across platforms. Small shifts in tone, format, and style make the same concept feel fresh wherever it lands. Saves time. Keeps your message consistent. Keeps you visible without burning out by Wednesday.

### SEO + HASHTAGS

On search-driven platforms like **YouTube**, **TikTok**, and **Pinterest**, keywords in titles and descriptions matter **MORE** than hashtags. Thoughtful SEO gets the right audience to you with minimal extra work.

# CONTENT CALENDAR.

Plan a week. Then plan another. Then another.  
Consistency is the whole game. Tape this somewhere you'll see it.

*week of*

*focus*

\_\_\_\_\_

	MON	TUE	WED	THU	FRI	SAT	SUN
PILLAR							
FORMAT							
HOOK							
CTA							

*What worked last week*

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*What to test this week*

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*Metrics to watch*

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**SAVES > LIKES • HOOKS IN 3 SECONDS • 80% VALUE / 20% SELL • SHIP IMPERFECT**

# WORDS THAT WORK.

*No matter how stunning your visuals, if your words don't land – your post doesn't convert.  
Thirteen formulas to steal. One matchmaker for the right rooms.*

# COPYWRITING, UNFANCY.

The art of crafting messages that drive action – without sounding like a billboard.

**IN A FEED FULL OF SALES PITCHES,  
THE BRAND THAT BUILDS A REAL  
RELATIONSHIP WINS.  
EVERY TIME.**

## 01 **PROBLEM • AGITATE • SOLUTION (PAS)**

Identify the problem. Amplify it. Then deliver the solution. Taps directly into pain points, then drops value on top.

*"Tired of spending hours trying to grow your Instagram following? This 30-minute strategy will get you 1,000 new followers in the next 7 days."*

## 02 **THE FOUR U'S**

Make your content **Useful** (tips they need), **Urgent** (immediacy or scarcity), **Unique** (fresh angle), and **Ultra-Specific** (details that prove you know your stuff).

*"The 1 Instagram hack that boosted my reach by 500% in 2 weeks (you've probably never heard of this one)."*

## 03 **AWARENESS • INTEREST • DESIRE • ACTION (AIDA)**

The classic. **Attention** with a hook → **Interest** via benefits → **Desire** by hitting pain points → **Action** with exact next steps.

*"Struggling to get your Instagram posts seen? Discover the simple 3-step system that boosted my reach by 300% in just 30 days. Click here to learn more."*

## 04 THE FOUR C'S

Make your copy **Clear** (simple language), **Concise** (no padding), **Compelling** (interesting), and **Credible** (back claims with proof).

*"Struggling to gain Instagram followers? Our free guide reveals the 4 proven Instagram growth secrets used by top brands. Download it now."*

## 05 BEFORE • AFTER • BRIDGE (BAB)

Show the transformation. Before (current pain) → After (the dream outcome) → Bridge (your solution that connects the two).

*"Struggling to manage your social accounts? Imagine a single dashboard to schedule, analyze, and grow. Metricool is the all-in-one tool that bridges the gap."*

## 06 FEATURE • ADVANTAGE • BENEFIT (FAB)

What it IS. What it DOES. What it MEANS for your customer. Specifications, then problems solved, then end-result for the buyer.

*"Comprehensive analytics, intuitive scheduling, and a planning calendar give you deep insights, save you time, and help you strategize content – so you can track growth and boost efficiency."*

## 07 PROMISE • PICTURE • PROOF • PUSH (4 P'S)

Best for long-form sales copy. Make a benefit-driven Promise, Picture life after, supply Proof, and Push them to act now.

*"Metricool will transform your social management. Imagine one dashboard for scheduling, analytics, and proven growth. Over 1 million managers trust it. Register free today."*

## 08 **THESIS • ANTITHESIS • SYNTHESIS (TAS)**

Great for thought leadership and opinion pieces. Present a claim, introduce the counterpoint, then synthesize into a unified conclusion.

*“Social media is essential for business growth. But managing multiple accounts is overwhelming, so many neglect their presence. Metricool bridges the gap – one platform, streamlined workflow, data-driven strategy.”*

## 09 **SITUATION • COMPLICATION • QUESTION • ANSWER (SCQA)**

Establish current state. Introduce the obstacle. Pose the question your audience is already asking. Deliver the answer.

*“Managing social accounts is daunting. Posting consistently and tracking performance quickly gets overwhelming. What if there was a way to streamline it all? Metricool gives you scheduling, analytics, and optimization in one place.”*

## 10 **AICPBSAWN (YES, IT’S A MOUTHFUL)**

**Attention • Interest • Credibility • Prove • Benefits • Scarcity • Action • Warn • Now.**

Long-form sales copy. Covers every element of a persuasive pitch.

*“Streamline your social media in half the time with Metricool. Over 1 million people trust it. One dashboard for all of it. Join free with a 14-day premium trial. Sign up now – before the trial closes.”*

## 11 **THE FAN DANCER**

Playful, attention-grabbing – slowly reveals information to build curiosity. Start with a teaser. Reveal a bit more. Build suspense. Deliver the full story at the end.

*“You won’t believe the social media tool that’s transforming how brands show up online. What if you could save hours, get deep insights, AND grow – all in one place? Meet Metricool. Join free today.”*

## 12 WHY • TRY • BUY

Walk the reader through the key stages of the buying decision. **Why** the problem matters → **Try** with a risk-free invitation → **Buy** with a strong CTA.

*“Struggling to manage social accounts, track performance, and grow your audience? Metricool is the all-in-one tool. Start for free. Sign up today and take the guesswork out.”*

## 13 QUEST

**Qualify** (speak to their pain) · **Understand** (empathize) · **Educate** (show how you help) · **Stimulate** (spark desire) · **Transition** (compel the next step).

*“Are you struggling to keep up with all your accounts? We know how challenging it is. You deserve an efficient way to streamline workflow and gain real insights. Imagine ONE platform for it all. Join free today.”*

### NON-NEGOTIABLES FOR ANY PLATFORM

#### **TAILOR**

Each platform has its own word count, tone, and culture. Respect that.

#### **PAIR WITH VISUALS**

Strong images amplify good copy. They don't save bad copy.

#### **KEEP IT SCANNABLE**

Short paragraphs. Bullets. Whitespace. Give them landing pads.

#### **TELL STORIES**

Personal experiences. Case studies. Stories stick.

#### **STAY CONSISTENT**

Same tone, same identity, across every platform.

#### **USE CTAS**

Always tell them what to do next. Always.

# BEST FORMULA, BY CHANNEL.

**AIDA**

## FACEBOOK

Lives alongside family updates, so it needs the proven psychological progression. Bold attention-grabber → relevant fact → vivid outcome → clear action. Works beautifully for longer posts and ads.

**BAB**

## INSTAGRAM

Visual and aspirational, so Before-After-Bridge fits naturally. The image carries the visual weight – the copy frames it as the answer to a visible problem.

**THE FOUR U'S**

## X

Brevity is everything. Every character earns its place. Useful + Urgent + Unique + Ultra-Specific = punchy, actionable, shareable.

**THE FOUR C'S**

## BLUESKY

On community-led platforms, authenticity beats hard sales. Clear in intent. Concise. Compelling enough to earn a repost. Credible with data or reviews. Building trust IS the strategy.

**FAB**

## THREADS

Conversational but visually tied to Instagram. State the feature → explain the advantage → land the benefit. Converts beautifully into engaging, valuable Threads.

**SCQA**

## LINKEDIN

Built for professional dialogue. Mirrors how pros pitch to boards. Situation → complication → the question → your answer. Drives engagement from decision-makers who want evidence-based answers.

## FINAL WORDS

# SO... WHAT NOW?

Take a breath. That was a LOT.

Here's what I want you to walk away with –

### TINY ACTION LIST

- 01** Start small. Pick 1–2 platforms.
- 02** Define your audience. Build a persona.
- 03** Pick 3–5 content pillars.
- 04** Show up. Track what works.
- 05** Repeat. Adjust. Repeat.

**SOCIAL MEDIA ISN'T ABOUT DOING EVERYTHING.**

**IT'S ABOUT DOING THE RIGHT THINGS – CONSISTENTLY,  
INTENTIONALLY, AND IN A VOICE THAT SOUNDS LIKE YOU.**

*Now go post something good!*

