

PLAN / CREATE / POST / GROW

The Social Media Content System

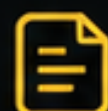
A Beginner-Friendly Guide to Never Running Out of Things to Post



CONTENT
PILLARS



8 CONTENT
FORMATS



50 PROMPTS
INCLUDED



WEEKLY
CALENDAR



TRACK &
IMPROVE

*Less stress.
More content.*

*Good
Content
Builds
Freedom* 



Your Content Plan:

- ☒ Content Pillars
- ☒ 8 Content Formats
- ☒ 50 Idea Prompts
- ☒ Weekly Calendar
- ☒ Caption Formulas
- ☒ Repurpose (1 → 5)
- ☒ Track & Improve
- ☒ Your First 30 Days

*Same You.
Better Strategy.* 

Stop Starting From Zero

Most people think their problem is creativity. It isn't. The real problem is starting from zero every time you sit down to post.

WITHOUT A SYSTEM

Topic
Angle
Format
Writing
Posting

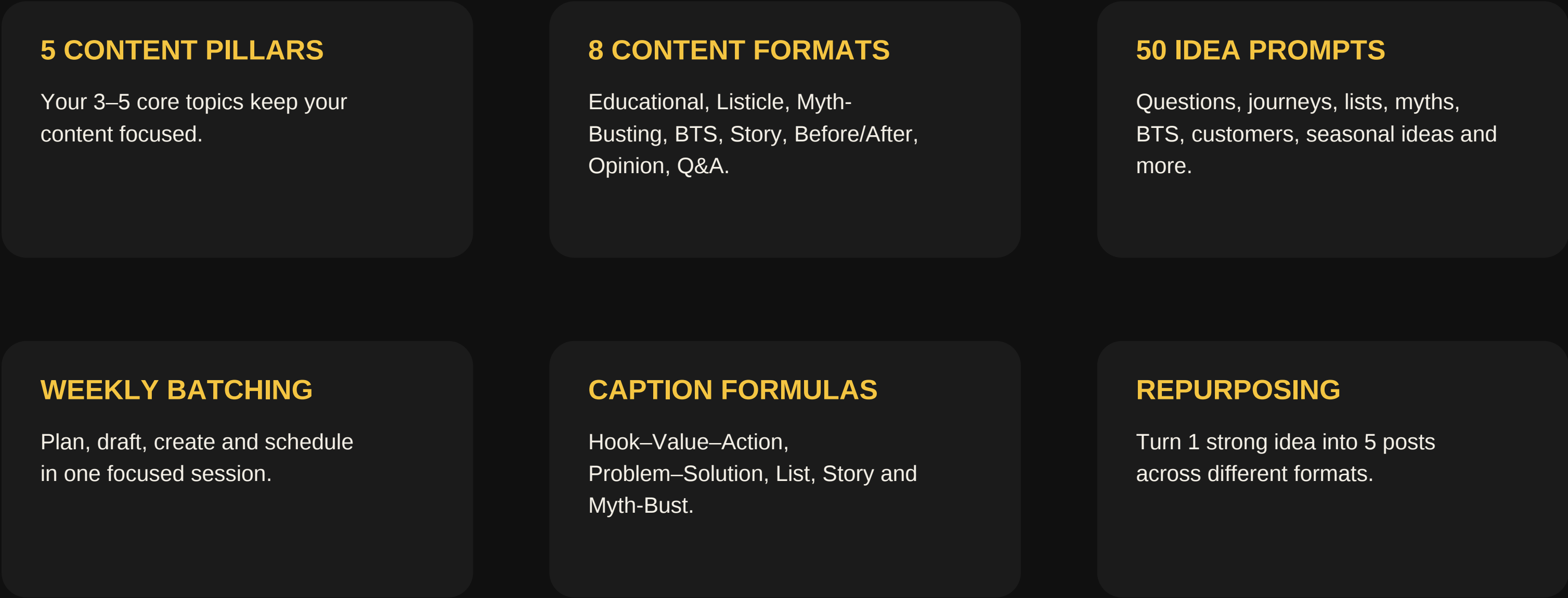
THE FIX

Define your topics once. Define your formats once. Build a running idea bank. Then posting becomes a smaller decision: which idea fits today's format?

WHAT YOU BUILD

A repeatable system that tells you what to post, when to post, and how to keep going without relying on motivation or last-minute panic.

Build Your Content Engine



50 Prompts. No Blank Page.

Use your content pillars as the lens. Write short phrases, not full posts. The goal is a running bank of ideas you can pull from later.

Audience

What's a question you get asked weekly?
What's something people always get wrong?
What's a beginner mistake you see constantly?

Your Journey

What's something you believed a year ago that you don't believe now?
What's your biggest failure and what did it teach you?
What's a turning point in your journey?

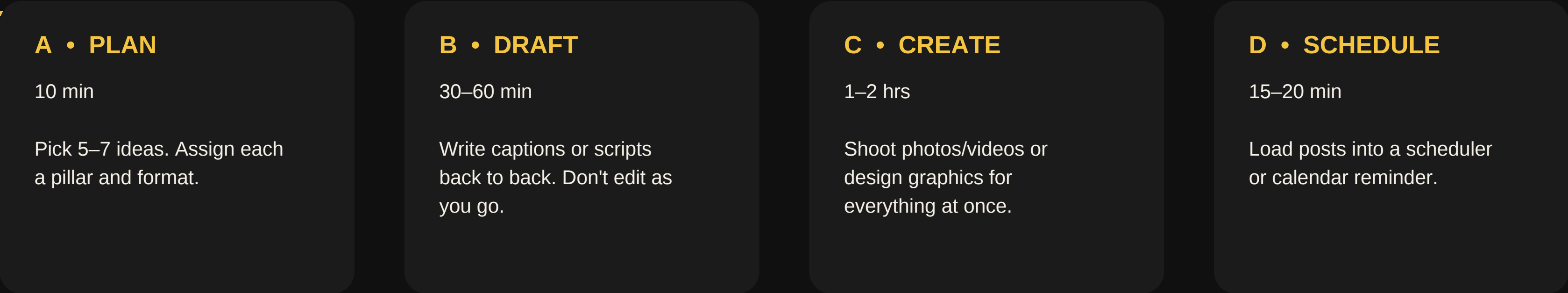
Lists & Tips

3 tools you can't work without
5 mistakes beginners make
A step-by-step for one small task

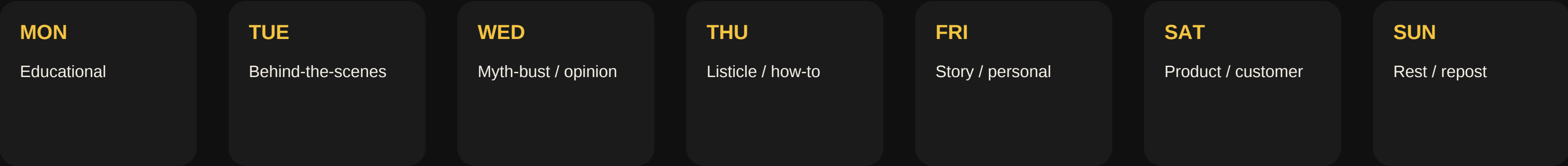
Myths & Opinions

A myth in your industry you disagree with
Something everyone does that you don't
A trend you think is overrated

Batch Once. Post All Week.



A simple weekly framework



Write Faster. Repurpose More.

HOOK → VALUE → ACTION

[Hook: a question or bold statement]

[Value: 2–4 sentences delivering on the hook]

[Action: question, save prompt, or CTA]

PROBLEM → SOLUTION

Do you struggle with [problem]?

Here's what helped me: [solution/tip]

Try it and let me know how it goes.

1 IDEA → 5 POSTS

1. Carousel / slide post
2. Short video
3. Single graphic quote
4. Caption-only post
5. Stories / Reels series

TRACK 3 NUMBERS

Saves → useful content

Shares → valuable or relatable content

Comments → conversation

Review weekly and make more of what works.

Your First 30 Days

WEEK 1 • SETUP

Choose 5 pillars
Pick 3–4 formats
Fill your Idea Bank with 20+ ideas

WEEK 2 • FIRST BATCH

Choose 3x or 7x posting
Batch captions
Create visuals/videos
Schedule everything

WEEK 3 • REPURPOSE

Pick your best-performing post
Repurpose it into 2–3 formats
Keep batching

WEEK 4 • REVIEW

Review saves, shares and comments
Find your best pillar/format combinations
Adjust the next plan

By day 30, you'll have a working system, a real idea bank, and data on what your audience wants.