MODULE 9: SOCIAL MEDIA

Rhythm and time budget

Lesson: Posting rhythm and formats · about 15 minutes

Set a posting rhythm you can keep in your busiest month.

Your business (name, service, main city):

1. Write down how many hours a week you can protect for social media in your busiest month.

2. List the formats you will use and the minutes each takes, including replies. Add them up and compare the total with your available hours.

3. Fill in a weekly rhythm: day, slot, job and one example post for each slot.

4. Write your on-the-day shot list: the five or six shots you will capture at every event.

5. **Name four evergreen posts for your emergency bank, and mark the cultural or seasonal dates in the next six months that matter to your clients.**

Check: can you now

- Calculate a weekly posting rhythm that fits the hours you actually have
- Choose the right format for each job: reach, trust, proof or a direct ask
- Build a batching routine and a peak-season plan so the account never goes dark

One change you will make this week