

What Should You Actually Be Posting?



Identify your content mix without trying to build a complete strategy in one sitting.

1 What you do

How do you explain what you do and the value you provide?

2 Who you help

Who is your ideal client or customer? What do they care about?

3 Your expertise

What knowledge, skills or insights can you share?

4 Your story

What parts of your journey, lessons or turning points can you share?

5 Your customers

What wins, feedback or results can you highlight?

6 Your products/services

How can you showcase what you offer and who it's for?

7 What's happening in your business

What updates, behind-the-scenes or milestones are worth sharing?

8 Relevant conversation/trends

What topics, news or trends are relevant to your audience and industry?

Is your current feed balanced?

☐

Mostly one type of content

☐

A useful mix

☐

I'm not sure yet

What is missing from your current feed?



Need help? Knowing what you could post is one thing. Having the time, consistency and strategy to make it happen is another. Email us at hello@tribetesi.com