



Social Media Survival Guide

Stand Alone Social Page

Here's how to keep content flowing & stay consistent without burning out.

Post frequency

Start with 1 -2 posts a week. That's enough to build momentum (next two tips help with this goal).

Drip Feed Content Weekly or Fortnightly

Every activity or event already happening on the ground is an opportunity for content. Have staff send the content custodian 1-2 options.

When You Have No Content, Try This;

- Share a meme with a humorous health message
- Reshare an old post that did well
- Post a behind-the-scenes snap

Lock In Your Voice

Create a Tone of Voice doc (even just a one-pager) This helps everyone write captions that are relevant to Mob. Use it for onboarding, feedback, training & to assist with caption creation.

Grow with Intention

If growth matters, do a monthly invite:

→ Use reactions (Meta Business Suite) to invite non-followers to like your page. Repeat around the same time each month.

Collaborate Using Shared Tools & Content Days

Pick a project management platform your team can stick to & pick a day (monthly or quarterly) to capture fresh content as a team:

- Take pics, shoot a few reels, grab quotes
- Use it to check tone of voice & tighten your page vibe
- Build confidence across the team with feedback loops on what flopped, & what to tweak.

Questions to guide content batching.

What felt easy to post this month: what worked?

Did anything spark conversation in the comments or inbox?

What older posts can we re-use with a new twist?

Who else in the team could help write captions or take photos?

Am I going to any events this month where I can capture B-roll footage (secondary footage that is used for scene setting) & images?

Don't waste time on:

Provided tiles that don't reflect your mob.

Bearing the cultural load when working with a freelancer or agency.