

SMALL BUSINESS SOCIAL MEDIA WORKSHOP

for Business Owners



ABOUT ME

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WHY WE'RE HERE

WHAT THIS SESSION IS (AND ISN'T)

This is not about mastering every platform

This is about making smarter choices

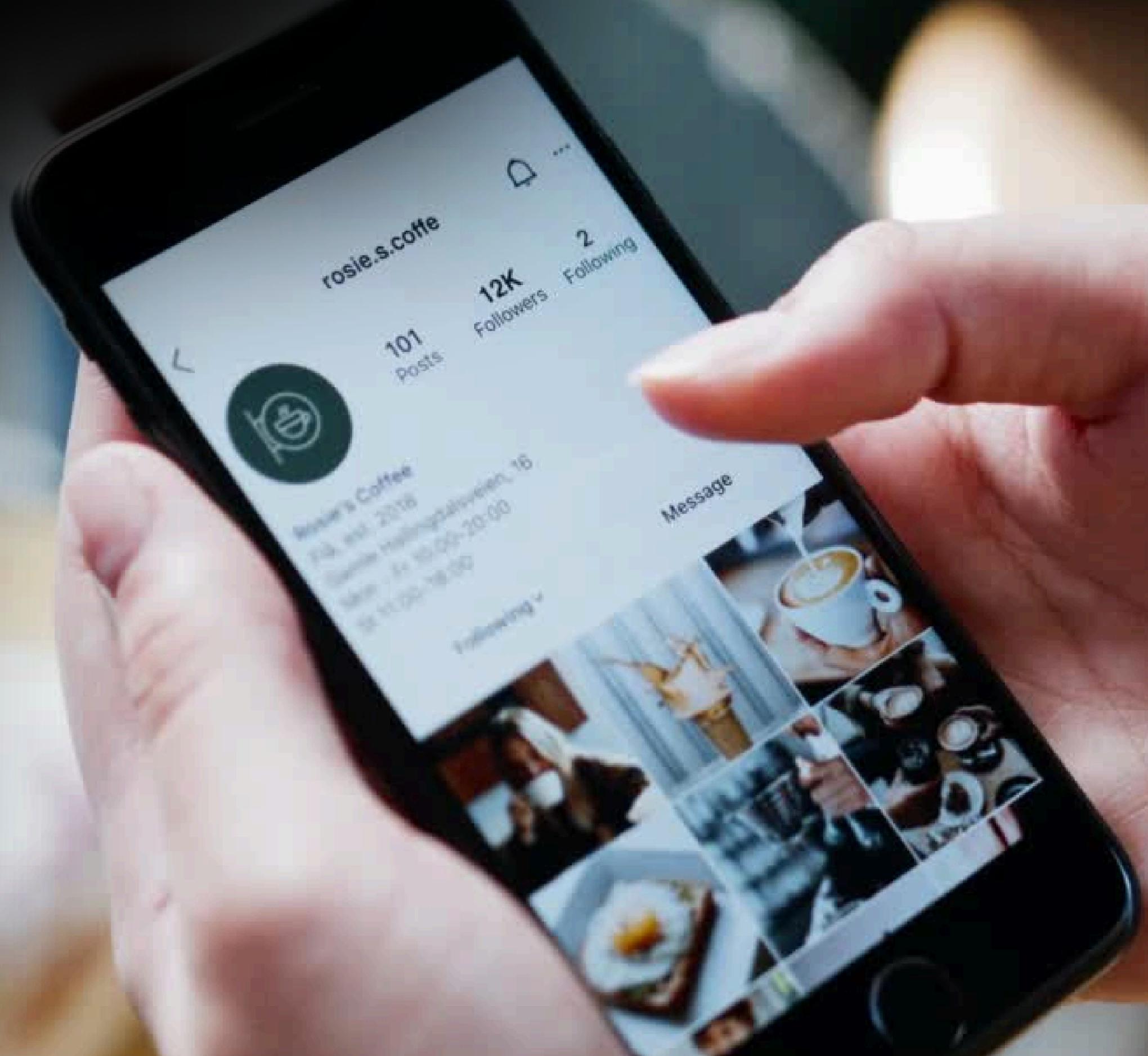
You don't need to be everywhere to grow

IF YOU FEEL BEHIND

You don't need more content.

You need clearer strategy.

**STRATEGY
BEFORE
POSTING:
HOW TO
THINK IN
GOALS, NOT
LIKES.**



SMART GOALS FOR SOCIAL MEDIA

SPECIFIC

What do you actually want social media to help you do?

MEASURABLE

How will you know it's working?

ACHIEVABLE

Can this realistically happen with your time and capacity?

RELEVANT

Does this actually support your business?

TIME-BOUND

When will you check in

SMART GOALS FOR SOCIAL MEDIA

“I want to grow on Instagram”

SMART version:

Over the next 60 days, I want social media to help me generate 5 new inquiries per month by posting 3 times a week and tracking messages and link clicks.



Specific

Measurable

Achievable

Realistic

Timely

SMART

LET'S GIVE IT A TRY

THE LANDSCAPE

Visual + Discovery



Professional + Thought Leadership



Community + Conversation



Messaging + Direct



Reviews + Social Proof

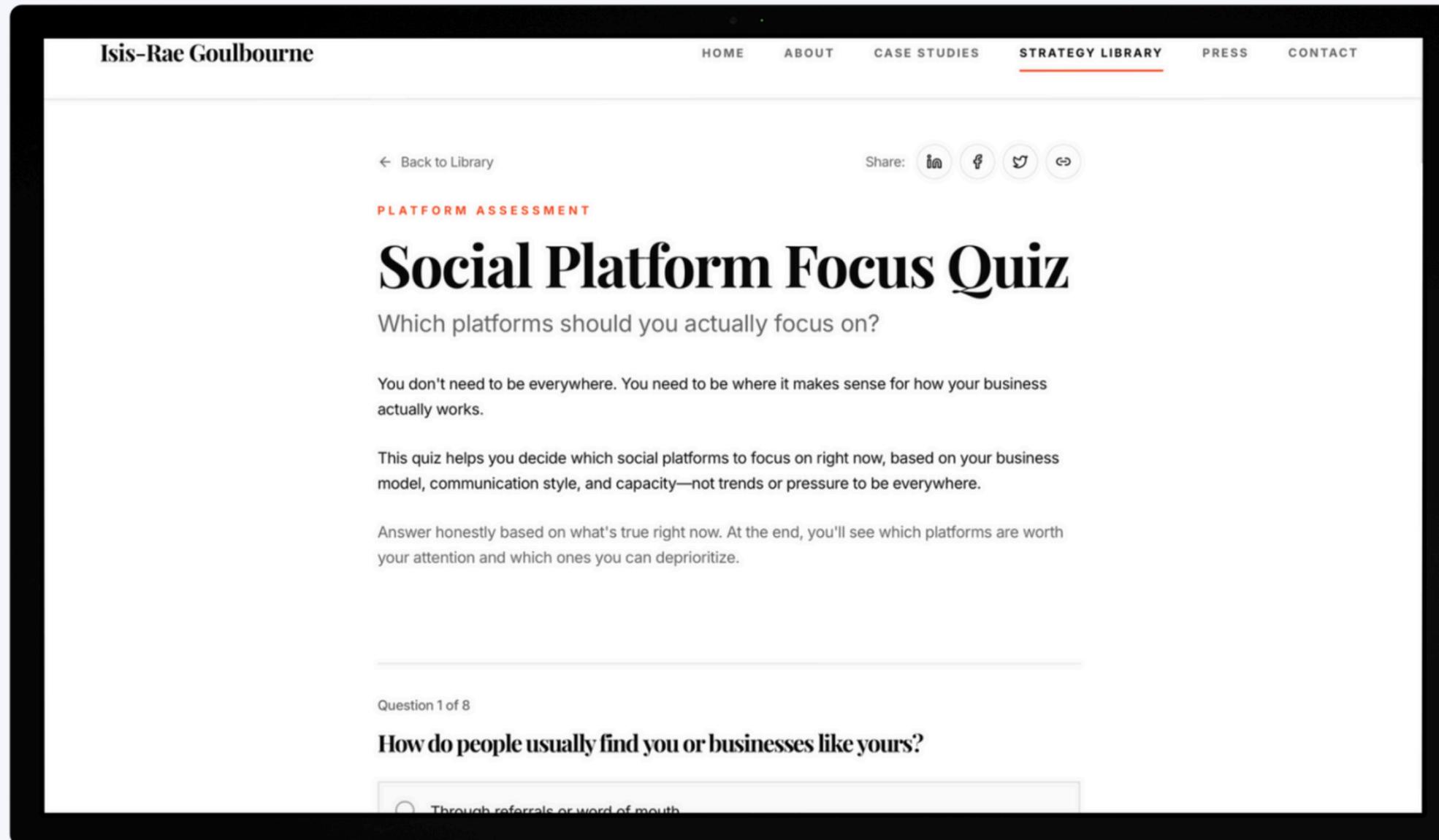


Writing + Publishing



TAKE THE QUIZ!

Choose based on goals, not trends



CONTENT (WITH A JOB)

**Content builds
relationships.**

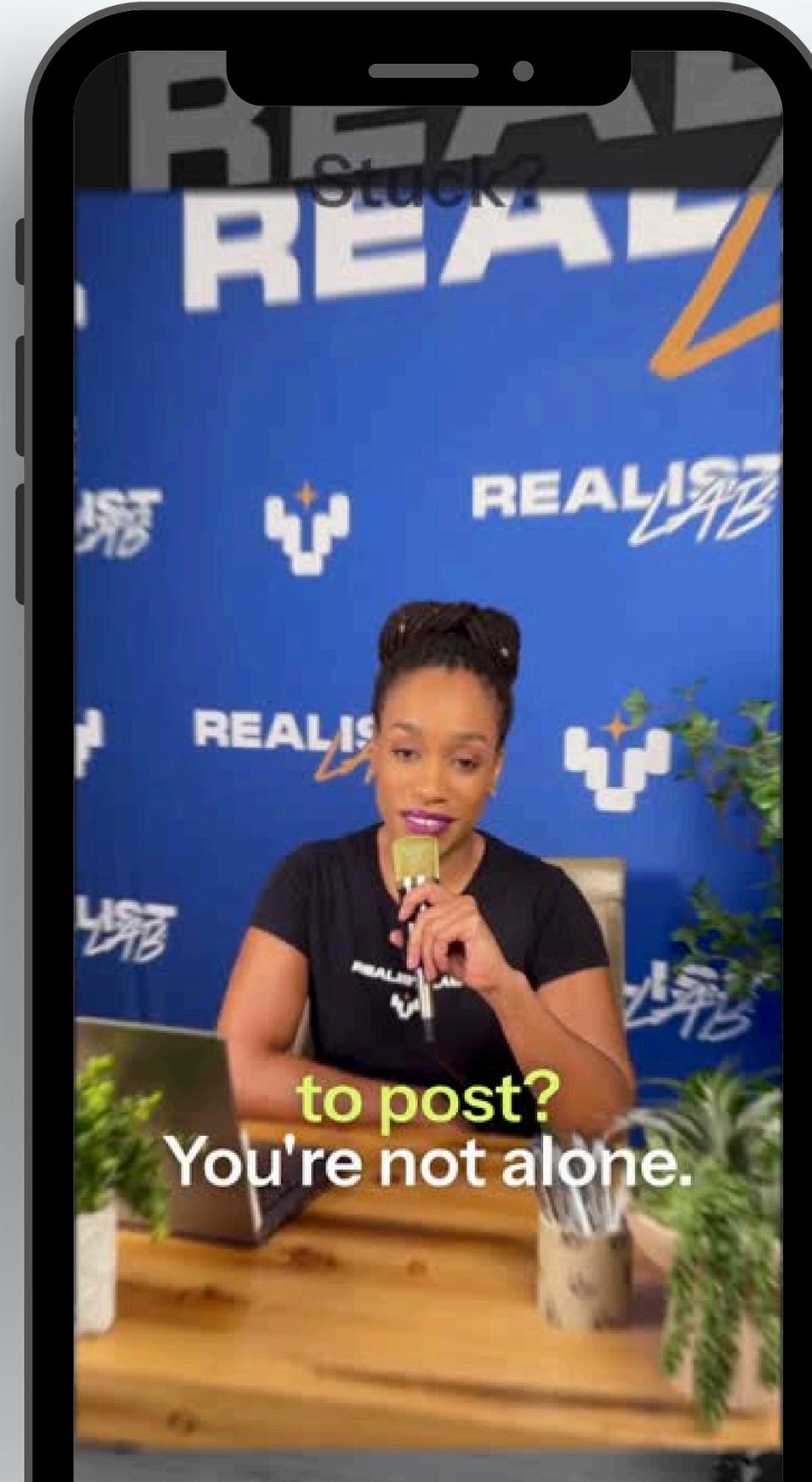
**Relationships are built
on trust. Trust drives
revenue.**

Andrew Davis

CONTENT CREATION ESSENTIALS

CONTENT PILLARS

Establishing clear categories that guide your posts allow for consistency in messaging and themes.



WHAT ARE CONTENT PILLARS?

Content pillars are the roles your content plays in your business.

They answer one important question:

- Why am I posting this?

When content has a job, consistency gets easier.

What Businesses Think They're Posting

What It Actually Serves

Dancing / trend videos

Personality & Trust Building

Behind-the-scenes moments

Familiarity & Transparency

Before & after photos

Proof & Credibility

Time-lapse or process videos

Process Education

Client testimonials

Risk Reduction

Explainer posts

Decision Support

Workspace or office photos

Legitimacy & Presence

Answering DMs publicly

Objection Handling

Staff introductions

Relationship Building

Reposting customer content

Community Validation

Consistent posting

Reliability Signaling

HOW TO CHOOSE YOUR CONTENT PILLARS

Choose pillars based on what your business needs right now, not forever.

- **What does my business need more of right now?**
- **What do customers need to understand sooner?**
- **What do I explain over and over?**
- **What builds trust before someone reaches out?**

Rule of thumb (bold this): 3–5 pillars max.

DON'T MAKE THEM VAGUE

Bad pillar: “Brand awareness”

Better pillar: “What it’s like to work with us”

Bad pillar: “Educational content”

Better pillar: “Questions clients ask before they book”

Every pillar should pass at least one question for your business marketing goals:

- Does this help someone decide faster?
- Does this save me time explaining things later?
- Does this build trust without selling?

WORKING DOESN'T MEAN VIRAL.

WORKING MEANS YOUR PILLARS ARE WINNING

Goal	“Working” Looks Like
Consistency & Presence	People recognize you in real life. “I see you everywhere.” Steady orders, not spikes.
Proof of Quality	Saves and shares. Customers tag others. Less doubt about how good it is.
Trust Through Transparency	Fewer questions. Less price resistance. People repeat your language.
Product Desire	“Is this available?” messages. Faster decisions. Sell-outs without discounts.

CONTENT: KEEP IT SIMPLE

Create from content pillars

Let structure do the thinking for you.

Batch decisions, not perfection

Good and posted beats perfect and stuck.

Schedule what's evergreen

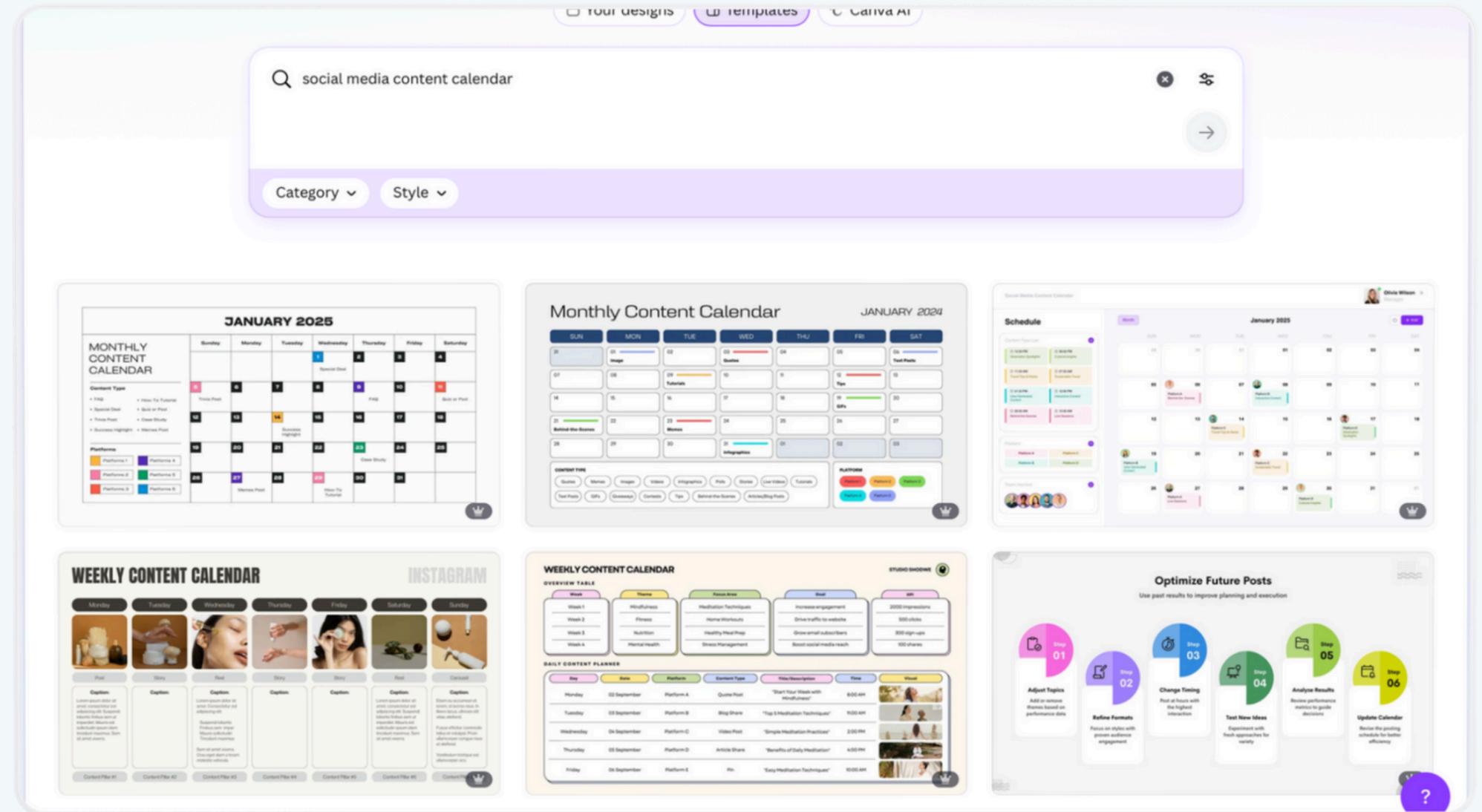
This content can work while you're busy.

Post live when it's time-sensitive

Some things only matter in the moment.

SCHEDULING AND CONSISTENCY

- CONTENT CALENDARS
- SCHEDULING PLATFORMS



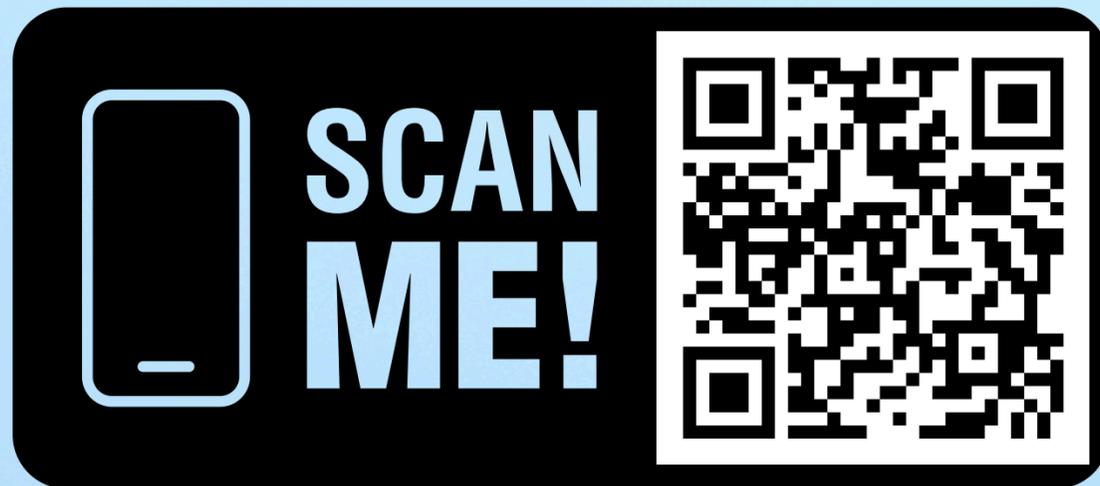
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THANK YOU!

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Q & A