

AIIMS™ | Changemakers

SOCIAL MEDIA Playbook

POSTING & SCHEDULING



For Challengers who want to
build a real online presence

ARE YOU A CHALLENGER?



Why This Playbook Exists

This playbook is for ***business owners who want to understand how organic social media works***, what's required on their end, and how to get the most out of a relationship with a digital agency.

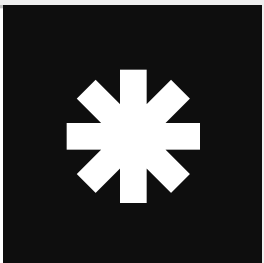
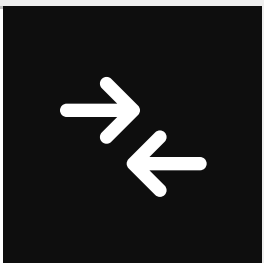


What is Organic Social Media?

Organic social media refers to any free content (posts, stories, reels, etc.) shared on platforms like Instagram, Facebook, LinkedIn, or TikTok.

It is the foundation for brand awareness, community building, and credibility.

Ideal Use Cases

	"Emergency" or urgent services (e.g. plumber near me, emergency dentist)
	Local service businesses (e.g. "business loan broker", "family lawyer Sydney")
	Product comparison (e.g. "best CRM for tradies")

⚠ Common Misconceptions

"Posting is enough to get leads."

X

"An agency will do everything."

X

"More followers = more sales."

X

✓ Reality...

***Organic builds trust.
Lead gen usually requires ads.***



***You must supply content,
context, and insight for best results.***



***Engagement > Vanity metrics.
Focus on value.***



ARE YOU REALLY READY TO
ADVERTISE ON GOOGLE?

Readiness Checklist

Before engaging a high-level agency, make sure you can tick off the following:

You have existing social media pages set up
(bio, logo, business info).

☐

You or your team are willing to share raw content
(photos, videos, stories) regularly.

☐

You're open to being personally involved
like behind-the-scenes storytelling.

☐

You understand that organic growth takes time
(3-6 months minimum).

☐

You have a clear goal for your presence
brand, education, trust, hiring, or all three.

☐

Strategic Foundations

1. DEFINE YOUR BRAND VOICE

Are you informative, funny, serious, rebellious?

Choose **3** content pillars
(e.g., Education, Behind-the-Scenes, Testimonials).

2. PLATFORM SELECTION

For B2C: Instagram, TikTok, Facebook

For B2B: LinkedIn, Instagram, YouTube Shorts

Focus on where your customers are.

Don't try to be everywhere.

3. VALUE-DRIVEN POSTING FORMULA

Use this formula for every **10 posts**

3 X Educational

3 X Entertaining or Relatable

1x Proof / Testimonial

1x Promotional / Offer

2x Behind-the-Scenes / Real Talk

The Real Gamechanger

YOUR SCHEDULING SYSTEM

Recommended Tools



Free

Meta Business Suite,
Canva, Later

Paid

Buffer, Hootsuite,
SkedSocial

Frequency



Minimum

3 posts per week

Ideal

5 posts per week
(Mix of static, story, video)

Best Times to Post



9am–1pm
(Tues–Thurs)



6pm–9pm
(Mon–Thurs)



8am–10am
(Tues–Thurs)



Always test these with your audience over time.

DIY Content Creation Tips

FOR THE CHALLENGER

You don't need a studio.
You need real, raw, relevant content.



Time-lapse of your team working



Customer Q&A video with answers in text overlay



Daily photo of something real from your workday



A voiceover of your process or "day in the life"

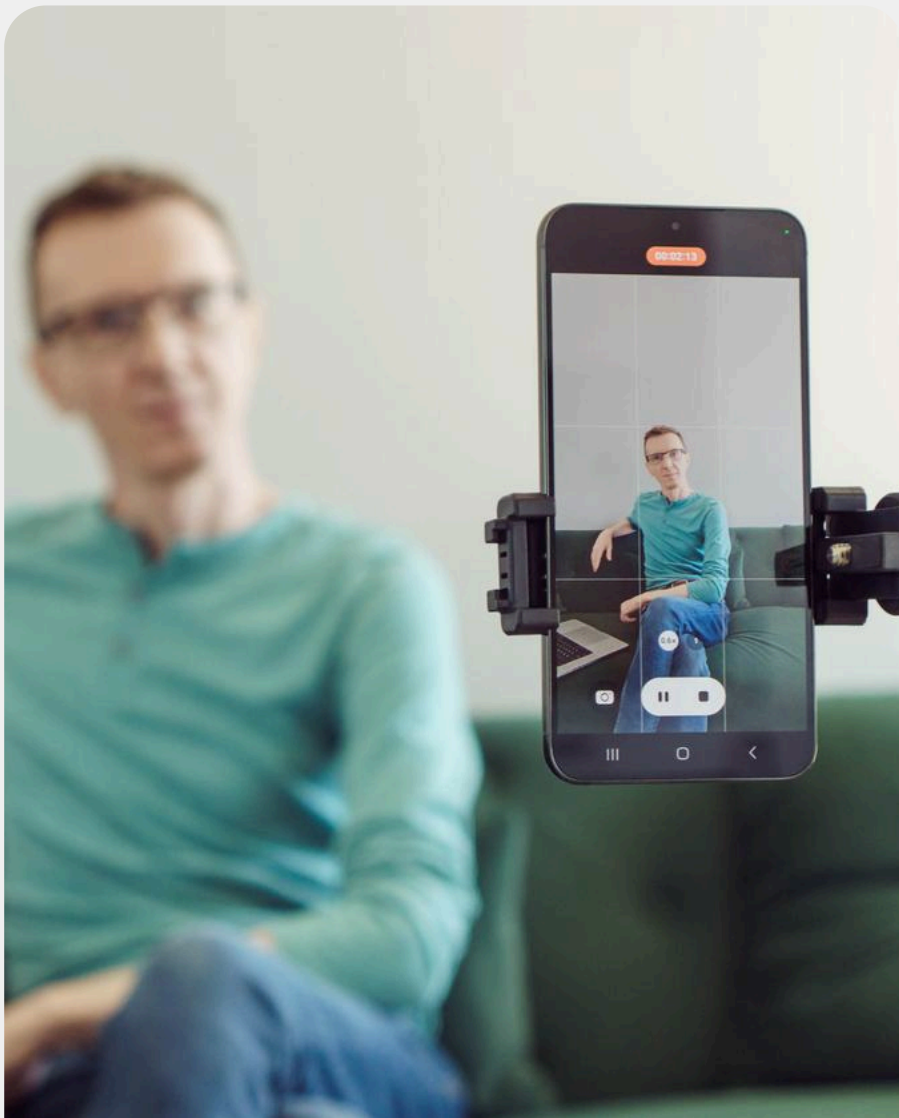


Use trending audio in your niche (Instagram Reels or TikTok)



Before-and-after of a recent project or transformation

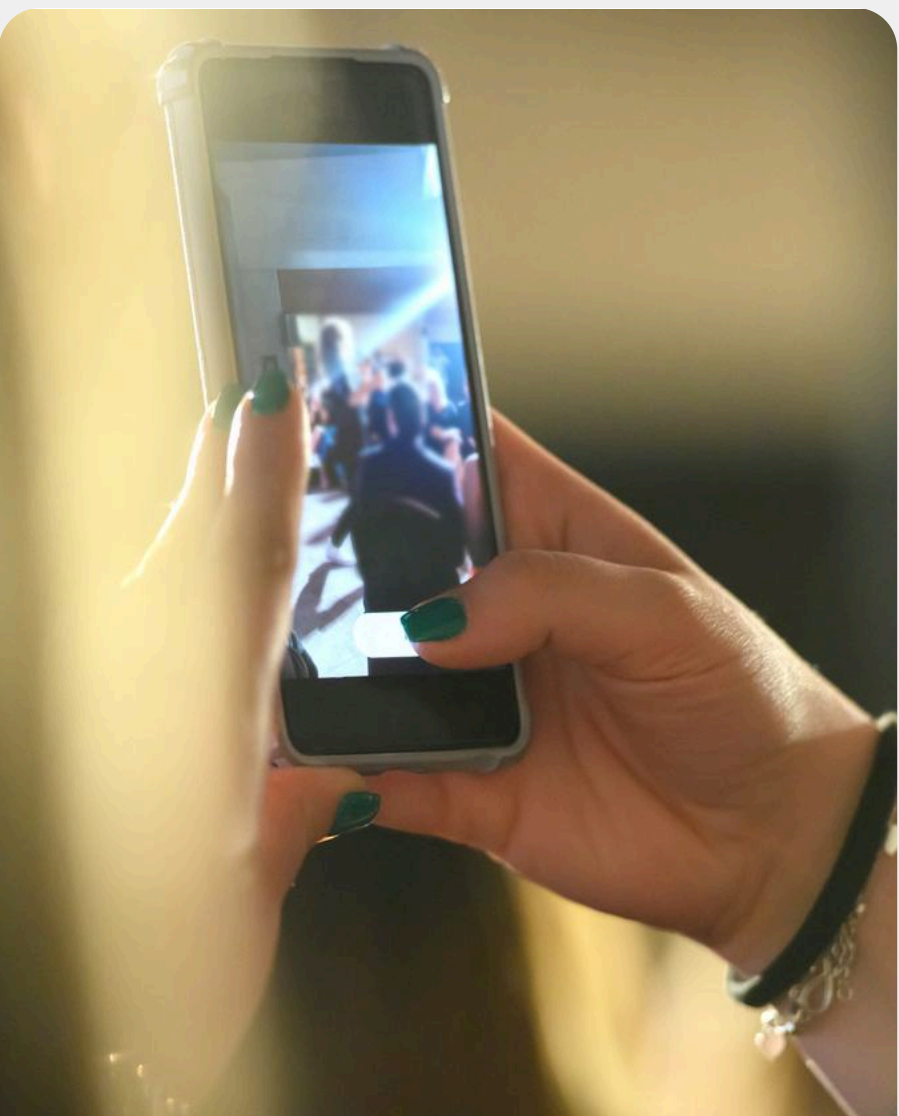
PRO TIPS!



Hold your phone steady (use tripod or both hands)



Natural light beats overhead office lighting



Shoot vertical (9:16) for Reels & TikTok



Capture BTS even when it feels boring

How Changemakers Fit Into This

Once you're consistently sending us content, we:



CREATE POST IDEAS THAT ALIGN WITH YOUR BRAND VOICE



DESIGN GRAPHICS AND ANIMATIONS TO ELEVATE YOUR VISUALS



SCHEDULE AND MANAGE CONTENT CALENDAR



USE INSIGHTS AND ANALYTICS TO REFINE THE STRATEGY



PROVIDE MONTHLY STRATEGY CALLS TO IMPROVE QUALITY AND RESULTS

How to Think About *Budgeting*



Without This Preparation...

If you're not involved in content creation and expect an agency to do everything:

IT BECOMES **EXPENSIVE** FAST

YOUR CONTENT LACKS **AUTHENTICITY**

YOU MAY GET RESULTS, BUT NOT **COMMUNITY**

Best results come when we collaborate.

DIY vs. Agency Breakdown 			
Task	Agency	DIY	Best Practice
Capturing Content	✓	✓	You DIY, we enhance
Scheduling	✓	✓	We manage calendar
Hashtags & Captions	✓	✓	We optimise
Strategy & Direction	✓	✗	We lead
Data & Reporting	✓	✗	We guide with data

Final Tip!

"Organic content is your business's reputation engine. *Don't outsource your reputation, enhance it with experts.*"

WANT TO BECOME A CHALLENGER?

Let's get started

Get in Touch

Changemakers post and we'll send a quick-
Readiness Diagnostic to assess how prepared
your business is for **organic success**.

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