



DOCUMENT TEMPLATE

Social Media Content System

01

What this guide helps you create — and who it's for

A social content system — not a calendar of one-off posts. The one platform you'll actually do well, the three or four post types you'll rotate (so you're never staring at a blank box), the batching-and-scheduling workflow that makes it happen, the engagement rule that stops it being a one-way broadcast, and the metric.

Use this if your social is either dead, or a graveyard of “I should post more” guilt, or you're spread across five platforms doing none of them well. **Skip it** if you've got a posting rhythm that's driving real results and you're just refining it.

HOW TO USE THIS GUIDE

- 1 **Read sections 02–04** so you know why “post more” fails and “a system” doesn't.
- 2 **Open your AI chatbot** — the one you set up in guide 01.
- 3 **Make the decisions in section 03** — one platform, the post types, the batching workflow, the engagement rule. Do this before you touch the prompt.
- 4 **Copy the prompt in section 05** into the chatbot. Paste your Founder Context Block where it says to, and fill in the `{curly braces}`.
- 5 **Send it**, then sharpen what comes back using the four moves in section 06 — one at a time.
- 6 **Run the system, not your mood.** Batch on the day you said you would; post on the cadence you set. Consistency is the whole game.

02

Why this document matters

Founder social fails in predictable ways. You spread yourself across LinkedIn, X, Instagram, TikTok and a newsletter — and do none of them

properly. You sit down to post and have nothing, because there's no format to fall back on, so you post sporadically and the algorithm forgets you. You tell yourself you'll "post when you have time" — so it doesn't happen. And when you do post, you only post — no replies, no comments, no DMs — so you're broadcasting into a void instead of building relationships.

A system fixes all four. One platform, done well, beats five dabbled at. Three or four named post types means creating content is "fill in the format," not "invent something brilliant." A batching workflow means it's scheduled, not hoped for. And an engagement rule means social actually does the thing social is for — putting you in front of people, in conversation.

Pick the one platform your audience is actually on — then a content system you can run on a bad week, not a good one.

It comes from four decisions. Section 03.

03

The thinking framework — what to settle before you prompt

The prompt builds the system. These calls are yours.

— One platform (two at most)

Where is your audience *actually*? Not where the advice says to be. B2B-ish buyers → LinkedIn or X. Consumer / visual → Instagram or TikTok. A trade or a niche → wherever that niche actually hangs out (a subreddit, a Facebook group, a forum). Pick one as home base. You can have a second, but it has to earn its place — and "everywhere" is how you end up nowhere.

— The post types — three or four, named

Decide three or four repeatable formats so you never face a blank box. Common ones: *a lesson from the work* ("the mistake that cost a cus-

tomers £X”); *behind the build* (“what we shipped this week, and why”); a *customer or result* (“this business was behind; now they’re not”); a *take* (an opinion you’ll defend); a *useful resource* (“the one checklist every X needs”). Pick the few that fit you, name them, and rotate them. Content becomes “which format today,” not “what on earth do I say.”

— The batching workflow

When does content actually get *made*? Block a recurring slot — 90 minutes every Friday, say — and batch the week’s (or month’s) posts in one go. Where do they queue (a scheduler, a doc)? Who hits post? Write this down, because “I’ll do it when I have time” reliably means it doesn’t get done.

— The engagement rule

Social isn’t broadcasting; it’s being present. Set a specific, small habit you’ll actually keep: “15 minutes every weekday replying to comments and answering questions in [community / hashtag].” That’s where the relationships — and the clicks — come from. Posting without engaging is shouting in an empty room.

DECIDE	WEAK DEFAULT	WHAT GOOD LOOKS LIKE
The platform	“LinkedIn, X, Instagram, TikTok...”	“LinkedIn as home base; trades Facebook groups for engagement”
The post types	“tips, news, behind the scenes...”	“4 named formats: a costly mistake / behind the build / a real customer / a plain answer”
The workflow	“post when I have time”	“batch 90 min every Friday → queue in [scheduler] → out Mon/Wed/Fri”
The engagement	“(none — just post)”	“15 min every weekday answering questions in 3 trades groups”

04

Common failure modes — what generic output looks like

Ask an AI for “a social media strategy” cold, and you get a content-calendar template with no system in it. Reject these:

× WHAT TO REJECT ON SIGHT

- **The five-platform plan.** A schedule for LinkedIn and X and Instagram and TikTok and a newsletter, for a solo founder. None of them will get done well.
- **No formats.** A list of post ideas with no repeatable types — so every post is a fresh act of invention, and inconsistency follows.
- **No batching workflow.** A plan that assumes you'll "post regularly" without saying *when content gets made*. It won't.
- **Broadcast-only.** A plan that's all posting, no engagement. Social with no engagement is a billboard in a desert.
- **Vanity targets.** Goals stated as follower counts or "go viral." Followers are a means; the metric is the thing they're meant to lead to.

If the plan looks like this, you haven't picked one platform or written the batching workflow. Section 03.

05

The prompt template

This is the bit that does the work. You don't need to understand prompting — you just need to do these five things, in order:

RUNNING THIS PROMPT — STEP BY STEP

- 1 **Copy the entire grey box below** (all of it, top to bottom).
- 2 **Open your AI chatbot** and paste it into the message box. Don't press send yet.
- 3 **Paste your Founder Context Block** where the prompt says `{paste your Founder Context Block here}` — delete that line and put your block in its place. (No Context Block yet? Build one in guide 01.)
- 4 **Replace every `{curly-brace}` bit** with your own answer — your four decisions from section 03 go straight in. If you're unsure of one, leave it; the prompt will ask.
- 5 **Send it.** Then go to section 06 to sharpen what comes back.

PROMPT TEMPLATE

→ Copy the whole box. Paste your **Founder Context Block** where it says to, then swap everything in `{curly braces}` for your own answers before you send

it.

You are helping me build a social media content SYSTEM – one platform, a few repeatable post formats, a batching workflow, an engagement rule. Not a one-off calendar.

Here is everything you need to know about my company:

{paste your Founder Context Block here}

Four things I've decided (use these – don't add platforms I didn't ask for):

- The platform (one, two at most): {e.g. "LinkedIn as home base; trades Facebook groups for engagement"}
- The post types (3-4 named, repeatable formats): {e.g. "a costly mistake / behind the build / a real customer / a plain answer"}
- The batching workflow: {e.g. "90 min every Friday → queue in [scheduler] → out Mon/Wed/Fri"}
- The engagement rule: {e.g. "15 min every weekday answering questions in 3 trades groups, no pitching"}

Produce the system with exactly these five parts:

1. The platform – restate it, plus one sentence on why it fits MY audience specifically.
2. The post types – for each of the 3-4: what it is, why it works for me, one concrete example post (a real hook I could use), and how often it appears in the rotation.
3. The batching + scheduling workflow – when content gets made (the recurring slot), roughly how many posts per session, where they queue, and the posting cadence. Concrete enough to put straight in my calendar.
4. The engagement rule – the specific daily/weekly habit, where I do it, and the "help first, pitch never (until it's natural)" principle in my own terms.
5. The metric – the one number downstream of the goal (profile-to-site clicks / DM conversations / attributed signups), and how I'll attribute it. Not followers.

Rules:

- No more platforms than I gave you. If you think there's a better single platform for my audience, say so at the end – don't add it.
- Be realistic for a solo founder's time. If the workflow or engagement rule looks unsustainable, propose a lighter version.
- Anything in {curly braces} is a slot for me to fill. If I left one blank, ask me for it – don't invent it.

When you're done, tell me which part of this system is most likely to quietly stop happening, and why.

How to iterate when the output is weak

First drafts come back over-scoped and under-systematised. These four moves fix that — one at a time:

1. **Cut to one platform.** *“If I could only be on ONE platform for the next 90 days, which one fits my audience — and why? Demote the rest to ‘maybe later.’”*
2. **Name the formats.** *“Turn these loose post ideas into exactly 3–4 named, repeatable formats. For each: what it is, why it works for me, one example, and how often it appears in the rotation.”*
3. **Write the workflow.** *“Give me the batching workflow: when content gets made (a recurring slot), roughly how many posts per session, where they queue, and the posting cadence. Make it concrete enough to put in my calendar.”*
4. **Add the engagement rule and fix the metric.** *“Add a specific daily or weekly engagement habit I’ll actually keep. And replace the success metric with the one number downstream of the goal — profile-to-site clicks, DM conversations, attributed signups — not followers.”*

If two passes don’t fix it, you’re still trying to be everywhere — back to section 03.

A worked example

Sam from guide 01, Ledgerwise — the social system, focused.

> WORKED EXAMPLE — SAM'S SOCIAL SYSTEM

Platform: not Instagram, not TikTok. Sam's people are sole traders — he picks **LinkedIn** as home base (the “running a small business” angle travels there), and uses active **trades Facebook groups** purely for engagement, not posting.

The four formats (rotated): 1) *A costly mistake* — “the bookkeeping slip that cost a sole trader £400 at tax time” (carousel). 2) *Behind the build* — “what we shipped this week and why a plumber asked for it.” 3) *A real customer* — “this electrician was three months behind; here's what changed.” 4) *A plain answer* — “what receipts you actually need for tax, in 90 seconds.”

The workflow: Sam blocks **90 minutes every Friday**, makes the next week's three posts (one of each format, rotating which fourth gets used), queues them in his scheduler; they go out **Mon / Wed / Fri**.

The engagement rule: **15 minutes every weekday** answering bookkeeping questions in three trades Facebook groups — genuinely helpful, never pitching. When it's natural, “we built a thing for exactly this” — but help first.

The metric: clicks from LinkedIn/groups to the site, and signups tagged “saw you on social.” Follower count is noise; this is the number.

08

Edge cases — and when to go deeper

A few situations need more than the template:

- **Your audience really is on TikTok / Reels** and video at volume is the play — a UGC-style engine you can keep fed:

→ WHEN YOU NEED TO GO DEEPER

HeyGen AI UGC Engine — Spin up volumes of avatar-led UGC video from a single content brief, on a schedule.

n-access.co.uk/playbook/heygen-ai-ugc

- **You want the posts to look like a series** — carousels, quote cards, covers that read as one identity:

→ WHEN YOU NEED TO GO DEEPER

Claude Visual System — A repeatable prompt chain for generating an on-brand visual identity — colour, type, layout rules — without a designer.

n-access.co.uk/playbook/claude-visual-system

- **Personal brand vs company account.** Decide which carries which formats — usually the founder carries the takes and the behind-the-build, the company carries the customer stories and resources. Keep them straight; your Context Block (guide 01) covers the founder side.
 - **You genuinely can't do daily engagement.** Then at minimum keep the batching and the posting cadence — but know that broadcast-only social underperforms, and budget the engagement back in when you can.
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09

What to read next

- **05 · Content Strategy** — social is one distribution arm of your content engine; this is the engine.
- **09 · Email Sequences** — move the followers you don't own to a list you do; this is how you use it.
- **04 · Go-to-Market Plan** — if social is one of your GTM channels, this is how it fits the bigger plan.

The Founder's Playbook

A library of short operator guides for founders building with AI — not prompt-pack content, an actual method. Each guide is free, each routes you to deeper blueprints when you need them, and each assumes one thing: that you've built your **Founder Context Block** (that's guide 01).

The Founder's Playbook · n-access.co.uk/playbook