

Social Media Strategy Guide

Platforms · Content · Posting Strategy · Calendar

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Social Media Strategy Guide

How to build a real presence online — for free.

1. Why Social Media Matters for Your Brand

Social media is the most powerful free marketing tool available. Done right, it builds trust, attracts clients and creates income — all from your phone.

2. Choosing Your Platforms

TikTok

Best for reach and going viral. Short videos, massive organic growth potential. Great for teaching, tips and relatable content.

Instagram

Best for brand building and DMs. Reels perform well. Great for aesthetic content and building a community.

Twitter/X

Best for thought leadership and conversations. Great for sharing opinions and connecting with professionals.

WhatsApp

Best for direct client communication. Free and widely used in Nigeria for business.

3. Content Pillars — What to Post

Pick 3-4 content pillars and rotate between them. This keeps your page varied but focused.

- **Educational:** Tips, how-tos, explanations — content that teaches something valuable
- **Relatable:** Funny, real, honest content your audience connects with emotionally
- **Behind the scenes:** Show your process, your journey, your personality
- **Promotional:** Your services, testimonials, limited offers — but use sparingly (max 20% of posts)

4. Posting Strategy

- Consistency beats frequency — 3 good posts a week beats 7 rushed ones
- Post when your audience is online — evenings and weekends usually perform best in Nigeria
- Always use relevant hashtags — 5-10 targeted ones per post
- Engage with comments — reply to everyone especially in the first hour
- Batch create content — make a week of content in one sitting

5. Simple Weekly Content Calendar

Day	Content Type	Example
Monday	Educational	Quick tip or how-to
Wednesday	Relatable	Funny or honest post
Friday	Behind the scenes	Your process or story
Sunday	Promotional	Service highlight or offer

Want someone to handle all of this FOR you? Jasper Space offers affordable social media management. Book today!