

01 / PURPOSE AND PLANNING

Give every post a job.

A practical four-page guide for brand teams and their agencies. Start with the customer, then choose the content.



WHO

The person and situation

WHY

The question to resolve

NEXT

A useful next step

A useful post connects an idea to a real customer need.

DO

Name the audience.

Describe the buying situation, not just age and location.

Choose one main purpose.

Explain, demonstrate, reassure or invite a next step.

Plan from real questions.

Use customer calls, comments and reviews as inputs.

Choose a sustainable rhythm.

Protect time for good work and useful replies.

DON'T

Post to fill a gap.

A calendar slot is not a reason to publish.

Copy the same post everywhere.

Adapt the idea to the channel and the audience.

Force every trend into the brand.

Use a trend only when the connection makes sense.

Write a two-line agency brief.

Share the offer, priorities, constraints and evidence.

Ask before you approve: Can we explain who this helps and why?

02 / CREATIVE JUDGEMENT

Be distinctive. Stay truthful.

Creative work needs an observation, a brand connection and a person accountable for the final choice.



HUMAN

Insight and boundaries

AI

Explore useful options

HUMAN

Check, refine and approve

A useful post connects an idea to a real customer need.

DO

Begin with an idea.

Find a human truth the product can genuinely connect to.

Show the product accurately.

Check colour, scale, packaging and features.

Keep humans in the loop.

Give someone ownership of relevance, accuracy and approval.

Keep clear permissions.

Check asset rights and disclose paid or gifted relationships.

DON'T

Treat polish as proof.

An attractive AI image can still contain false details.

Invent customer praise.

Use permissioned feedback with its real context.

Let humour hide the product.

Make sure the brand and message are remembered.

Promise what you cannot support.

Separate a creative idea from a verifiable product claim.

Ask before you approve: Would someone buy with an expectation this creative cannot meet?

03 / CONNECTED DELIVERY

Make the next step work.

Social media, product pages, paid campaigns, fulfilment and support should make compatible promises.



CONTENT

Set the expectation

JOURNEY

Follow the customer

SERVICE

Keep the promise

A useful post connects an idea to a real customer need.

DO

Walk through the journey.

Check links, mobile pages, stock, offers and checkout.

Assign responsibility.

Agree who approves, responds and resolves issues.

Prepare useful answers.

Explain fit, use, delivery and returns clearly.

Feed questions back.

Use repeated doubts to improve content and the product page.

DON'T

Send traffic to a broken page.

Fix the next step before increasing attention.

Buy on fee alone.

Compare scope, original work and internal rework.

Run offers in isolation.

Coordinate discounts with margins, stock and fulfilment.

Expose customer details.

Move private order information to an appropriate channel.

Ask before you approve: Does the experience after the click match the promise before it?

04 / MEASUREMENT AND APPROVAL

Less reporting. Better decisions.

Choose a small set of measures that show whether the content is doing its job. Explain the context, then decide.

**OBJECTIVE**

Define the job

EVIDENCE

Compare fairly

DECISION

Continue, change or stop

A useful post connects an idea to a real customer need.

DO**Measure useful behaviour.**

Look at relevant enquiries, buying progress and customer questions.

Keep comparisons fair.

Separate paid from organic and use consistent definitions.

Make a decision.

Add a learning, owner and next step to every report.

DON'T**Call attention a business outcome.**

Reach and likes describe attention, not necessarily value.

Ignore the economics.

For D2C, consider discounts, delivery and returns.

React to every fluctuation.

Look for enough evidence before rewriting the plan.

FINAL CHECK BEFORE PUBLISHING

Purpose clear? Audience clear? Product truthful? Permissions checked?
Link working? Reply owner ready? Measure and review agreed?

Ask before you approve: What will we do differently because of the evidence?