

Organic Social Media Content Strategy

Social media has become an essential part of our daily lives, both personally and professionally. In recent years, organic social media has emerged as a powerful tool for businesses to connect with their target audience, build brand awareness, and drive website traffic. Organic social media refers to the content posted on a business' social media profiles without paid promotion or advertising. Here is an introductory road map for organic social media, content pillars, social media platforms, and suggestions for next steps.

Organic Social Media

Many businesses tend to overlook the primary purpose of social media, which is to be social. Social media is all about engaging and interacting with like-minded users on topics and interests that are relevant. It's not just about posting promotional content to promote a product or service. When businesses **only post promotional content**, they often experience low reach and engagement.

The importance of organic social media lies in its ability to create a genuine connection with the audience. By posting engaging and valuable content, businesses can establish themselves as industry experts and build trust with their followers. This trust can lead to increased brand loyalty, word-of-mouth referrals, and ultimately, conversions.

Organic Social Media Content Pillars

To create an effective organic social media strategy, businesses should focus on content pillars (or buckets). These are categories or areas of interest that help develop content to tell the business' story on social media. These pillars can include Community, Humanization, Industry Expertise, and Products and Services content. Each content post should aim to achieve one or more of the following four E's: **Educate**, **Empathize**, **Engage**, and/or **Entertain** the audience. Remember, that faces in posts helps build connections with your audience.

Content Pillar	Description	Pillar Content Post Ideas
Community	Fosters conversation, collaboration, and shared interests among your followers by creating content that builds a sense of community.	<ul style="list-style-type: none"> ● Celebrating your customers ● Highlighting your sponsorships ● Community pride ● Polls ● Q & A and feedback ● Behind-the-scenes
Humanization	Showcases the people behind your business and gives your audience an opportunity to get to know them more than just a building or website.	<ul style="list-style-type: none"> ● Feature staff and their stories ● Business and staff milestones ● History of business ● Going above and beyond for customers ● Highlighting your suppliers and people connected to your business
Industry Expertise & Education	Establishes your business as a leader in your industry by sharing content that demonstrates your expertise and knowledge.	<ul style="list-style-type: none"> ● Customer testimonials ● Offer tips, hacks, resources, and how-tos ● Countdown lists - "Top 3 Ways..." ● Industry knowledge and updates ● Feature success with clients ● Discuss your track record ● Myths and facts in your industry
Products and Services	Focuses on promoting your products or services by creating content that showcases your features, benefits, and what sets your business apart.	<ul style="list-style-type: none"> ● Promotions and offers ● Announcements ● News ● Product demos ● New products or services ● Unique features and services ● Packing and unboxing products

Social Media Platforms

Facebook and Instagram are powerful social media platforms for businesses to connect with their audiences. Businesses can also leverage the Meta Business Suite to manage and optimize their social media presence in Facebook and Instagram. The Meta Business Suite provides tools and features designed to help businesses streamline their social media marketing efforts, including tools for scheduling posts, tracking performance metrics, and analyzing audience insights. Facebook Business page is recommended if you want to build community, reach older demographics and begin to use social media for business. An Instagram business account is recommended if you use visuals to reach a younger audience.

Visual content, such as pictures and videos, plays a crucial role in social media marketing on platforms like Facebook and Instagram. Studies have shown that visual content is more engaging and memorable than plain text alone, making it an effective way for businesses to grab the attention of their target audience. Video has emerged as the king of content on social media, with Facebook and Instagram emphasizing the importance of video in their algorithms in posts, Stories and Reels. To really drive engagement and reach on Facebook and Instagram, businesses should consider using video as a key component of their social media strategy.

It is recommended to post around 3 times per week in your content pillars using a variety of posts, stories and reels.

Types of Content	Description
Posts	A single piece of content that can include an image, video, text, or a combination of these elements. Also, may include hashtags, location and emojis. Instagram requires an image or video to accompany a post. Square, portrait, and landscape formats.
Stories	Short-lived pieces of content that typically disappear after 24 hours. They are often used to share more informal or behind-the-scenes moments, and can include images, videos, and text overlays. Stories can also include interactive elements such as polls, quizzes, and questions. Vertical format only.
Reels	Short-form videos that can be up to 90 seconds long. They are often used to create more engaging and entertaining content, and can include music, text overlays, and special effects. They have a higher organic reach compared to regular posts and are favored by the algorithm. Vertical format only.

Next Steps

Keep building your social media presence by checking out our recommended links for social media strategies, content creation tips, and ideas to keep your audience engaged.

Start taking **vertical** photos and videos to build your business content library to make social media posts less time consuming.

[Social Media Mastery](#) - Canva created a series of short videos to assist businesses with their social media marketing.

[How to Create a Content Media Strategy for your Small Business](#) - Some more detailed ideas for small businesses.

[Seven Powerful Tips to Create Social Media Content Your Readers Love](#) - The seven tips aim to increase awareness, engagement, and word of mouth referrals for your business by getting more people talking about your content.

[How to Create 30 Instagram Reels in 24 Hours with Canva](#) - This video tutorial showcases how Canva's video editor and templates can be utilized to create effective social media video posts, along with useful strategies for content creation.

[70 Killer Content Ideas to Post on Social Media](#) - If you're struggling to come up with content for your social media, look no further than these ideas.

Organic social media is an essential part of any business's marketing strategy. By utilizing various platforms, creating engaging content, and leveraging user-generated content, businesses can increase brand awareness, reach their target audience, and ultimately drive sales. With the tips and resources provided, businesses can take the first steps towards building a successful organic social media presence. Remember, social media is constantly evolving, so continue to explore new ideas, stay up-to-date on the latest trends, and don't be afraid to experiment with new strategies.