A social media plan a busy shop can keep

Pick one platform, post three short genuine posts a week and keep your Google profile and website in step.

SET IT UP

- [ ] I asked a few customers at the till: "How did you hear about us?" and "Do you use Instagram or Facebook?"
- [ ] I picked one platform and will do it properly for a couple of months before adding a second.
- [ ] I finished this sentence: "People follow us to find out about _____."

FIVE KINDS OF POST WORTH SHARING

- [ ] The work: what we make, sell, fix or serve.
- [ ] The people: who is behind the counter.
- [ ] The answers: the questions every customer asks, one post each.
- [ ] The proof: kind words from customers, shared with their permission.
- [ ] The now: this week's arrivals, specials, hours, events.

A RHYTHM TO KEEP (A FEW MINUTES EACH)

Day	What	Done
Monday	The now: what is new this week	
Wednesday	The work or the answers	
Friday	The people or the proof	

EVERY CAPTION

- [ ] Written the way I would speak at the counter.
- [ ] Leads with the useful bit.
- [ ] Says where we are and when we are open, now and then.
- [ ] Ends with one clear next step: "Pop in", "Message us to book".
- [ ] A few relevant hashtags, not ten.

KEEP IT JOINED UP

- [ ] My website link is in the profile and the page it opens answers a visitor's first question.
- [ ] Address, hours and phone number match my Google Business Profile.

- [ ] I ask happy customers for an honest Google review with a link or QR code, and never offer an incentive.
- [ ] I reply to comments and messages promptly, and ask before posting a customer's photo or name.

ONCE A MONTH

- [ ] Look at which posts people liked or replied to, and do more of those.

A tiny plan you follow beats an ambitious one you abandon in March. If three posts a week sounds like too much, start with one.

WHERE THE FACTS COME FROM

Google, tips to get more reviews: support.google.com/business/answer/3474122

Want a second pair of eyes?

Tell us about your business at mudcrafts.uk/contact/ or ask Muddy in the chat on the site.
We are MudCrafts. We build your brand... with love.