



Minimum viable social strategy

for one person social media teams

1) Pick a format

Social media can feel overwhelming, especially when it comes to deciding which platforms to focus on.

To make it easier, think about social media in two simple categories or “buckets”.

Not saying this is the only way to think about it, but it’s a framework that works for most brands.

Let’s break it down:

Bucket 1: short-form video platforms

- Instagram (Reels)
- Facebook
- YouTube Shorts
- TikTok



These platforms thrive on quick, engaging video content.

If your brand has access to visual assets or you’re able to create short-form videos, this bucket is where you should focus.



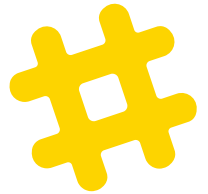
Bucket 2: text-based platforms

LinkedIn
Twitter/X
Threads

If your brand thrives on sharing insights, sparking conversations, or building thought leadership, this is your sweet spot.

Is this all there is?

Of course not!



Social media is a vast landscape with endless possibilities.

But for 90% of brands, these two buckets are a practical way to organize and strategize.

Which one is right for you?

The key is to focus on the platform where your audience spends their time and where your strengths align.

Now, ask yourself: Which bucket makes the most sense for your brand?

Understanding your fit is the first step toward creating a focused, effective social media strategy.

Now...



2) Create a content plan

Creating social media content doesn't have to be overwhelming or time-consuming.

Your audience isn't judging you on how much time, effort, or money you spent creating a post.

In fact:

- Your audience doesn't care if the content took hours to make.
- Your audience doesn't care if you hired a professional designer.
- Your audience doesn't care if it's perfectly polished.

The only thing your audience cares about is whether **your content adds value to their lives.**

This realization should feel freeing!

It means you can focus on delivering valuable content quickly and consistently; without over-complicating the process.





Step 1: Focus on value, not perfection

Here's a game-changing mindset:

Content doesn't have to be perfect; it just needs to be helpful.

Spend less time obsessing over minor details and more time sharing ideas that resonate with your audience.

Ask yourself: How can I produce a higher volume of valuable content without burning out?

Step 2: Work smarter with these ideas



For text-based content:

Write one post and then rewrite it 7 different ways.

Convey the same message using different examples, tones, or text formatting.

This gives you multiple posts from just one idea.

For video-based content:

Got a long-form podcast or video?

Use AI editing tools to automatically cut it into short-form, captioned clips for platforms like TikTok or Instagram Reels.

It won't be perfect, but it'll give you a head start.



Batch your work:

Block out 2-4 hours every two weeks to batch-create and schedule your content.

Consistency is key, so make it a regular routine.

Step 3: Repurpose and repost

Here's where it gets fun.

Look back at your posts from 90 days ago (or further) and identify the ones that performed above average.

- Repost them.
- Tweak them if needed.
- Add them back to your queue.

Brands often hesitate to repost content, but remember:

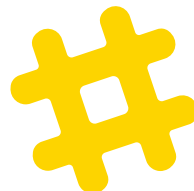
- New followers haven't seen it yet.
- Most of your existing followers likely missed it too.

Reposting great content is smart.

Why let your best-performing posts collect dust?

So...

Repurpose. Repurpose. Repurpose.





Step 4: Build a content library

When you first start on LinkedIn, it's tempting to think you need to come up with fresh, brand-new posts every single day.

It can quickly become overwhelming.

But here's the trick; over time, you build a content library. A collection of posts that you know resonate with your audience.

Instead of always creating from scratch, you can repurpose and refresh those past posts, mixing them with new content.

This makes things a lot easier while still maintaining high quality.

The key to a successful content plan is focusing on value, batching your work, and making the most of what you've already created.

With this strategy, you'll save time, reduce stress, and consistently show up for your audience with content that matters.

Ready to get started?

Let's create smarter, not harder.





3) Pick your 'ride-or-die'

Every brand has one platform they absolutely need to win on.

The key is to figure out which platform makes the most sense for your business, your audience, and your goals.

Here's a simple way to decide:

- B2B SaaS company? Your ride-or-die is probably LinkedIn.
- DTC brand targeting Gen Z? TikTok is likely your best bet.
- Visual-heavy business like design or fashion? Instagram might be your go-to.

Once you've identified your core platform, make it your priority.

What does "ride-or-die" really mean?



It means this platform gets most of your attention and effort.

Here's what to focus on:

1. Post everything from your content plan. Show up consistently with high-value posts tailored to your audience.

2. Engage like it's your job (because it is). Go beyond posting. Dedicate time to networking and building relationships. Find your ideal customers, check out the accounts they follow, and engage in genuine conversations in the comments.



3. Be social. Remember, it's called social media for a reason. Don't just broadcast; interact. Answer questions, leave thoughtful comments, and contribute to discussions.

By choosing one platform to go all-in on, you'll create a strong presence that helps you connect with the right audience and build meaningful relationships.

So, which platform is your ride-or-die?



4) Cross-pollination between formats

If you've got a little extra time at the end of the week, **consider adapting your content for different formats.**

This can breathe new life into your posts and extend their reach.

Here are some quick, time-saving ideas:

- **Screenshot and repurpose:** Take screenshots of your LinkedIn posts and share them as image posts or Stories on Instagram.
- **Caption swap:** Use your TikTok captions to create text-based posts for Threads.
- **AI tools:** Leverage AI to quickly reformat your content for other platforms. It's easier than ever to take one piece of content and make it work elsewhere.



Don't expect every post to go viral across every platform, but if one really pops, you've got an opportunity.

Use that data to double down and create platform-specific content that aligns with what's working.

Social Media Managers: you're crushing it 💪

Social media managers often juggle a lot. Especially if you're a team of one, it can feel like the work never ends.

So in case no one's told you recently: you're doing amazing.

The effort you put in matters, and your work is driving real results.

Keep creating. Keep adapting. Keep thriving.

You've got this! 🚀

