

# THE Q1 SOCIAL MEDIA STRATEGY GUIDE

## Your No-Overwhelm Plan for Starting 2026 Strong

By Brandie | Rise Up Community

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### WELCOME!

Hey there! I'm so glad you grabbed this guide.

Real talk: Most Q1 social media plans fail by mid-February. Not because entrepreneurs aren't capable, but because they create unsustainable strategies that require superhuman consistency.

This guide is different.

We're building a Q1 strategy that:

- Actually fits into your real life
- Focuses on results over vanity metrics
- Converts followers into paying clients
- Doesn't require you to be "on" 24/7

Let's get you set up for success.

~ Brandie

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### HOW TO USE THIS GUIDE

This isn't a "read and forget" PDF. This is a working document.

**Grab a pen, your favorite beverage, and block out 60-90 minutes to work through this.** By the end, you'll have:

Your Q1 platform strategy

Clear content pillars

- Realistic posting schedule
- Conversion pathways mapped out
- 30-day action plan

**Pro tip:** Don't skip the worksheets. The magic happens when you actually fill them out.

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## PART 1: AUDIT & ELIMINATE

### Before You Plan Forward, Look Back

The biggest mistake? Adding more to your plate without removing what didn't work.

#### Your 2025 Social Media Audit

**PLATFORMS:** Which platforms did you use in 2025? For each one, rate 1-5:

- Energy drain (1 = easy, 5 = exhausting)
- Results delivered (1 = nothing, 5 = amazing ROI)
- Enjoyment level (1 = hated it, 5 = loved it)

Platform	Energy Drain s	Result s	Enjoyment s	Keep for Q1?
Instagram	____/5	____/5	____/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Facebook	____/5	____/5	____/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
LinkedIn	____/5	____/5	____/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Pinterest	____/5	____/5	____/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
TikTok	____/5	____/5	____/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
YouTube	____/5	____/5	____/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Twitter/X	____/5	____/5	____/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other: _____	____/5	____/5	____/5	<input type="checkbox"/> Yes <input type="checkbox"/> No

**CONTENT TYPES:** Which content did you create in 2025? Rate the same way:

Content Type	Energy Drain s	Result	Enjoyment	Keep for Q1?
Reels/Videos	___/5	___/5	___/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Carousels	___/5	___/5	___/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Single images	___/5	___/5	___/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Stories	___/5	___/5	___/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Live videos	___/5	___/5	___/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Long-form posts	___/5	___/5	___/5	<input type="checkbox"/> Yes <input type="checkbox"/> No
Blogs	___/5	___/5	___/5	<input type="checkbox"/> Yes <input type="checkbox"/> No

## YOUR ELIMINATION LIST

Based on your audit, what are you NOT doing in Q1?

**Platforms I'm leaving behind:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Content types I'm quitting:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Why this matters:** Every "no" creates space for a more powerful "yes."

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## YOUR Q1 FOCUS DECISION

Most successful service-based entrepreneurs focus on **2-3 platforms MAX.**

**My primary platform (where I'll post most):**

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**Why this platform?** (Where are your ideal clients? Where do you enjoy showing up?)

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**My secondary platform (for repurposed content):**

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**My tertiary platform (optional—only if you have capacity):**

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 **Remember:** It's better to dominate 2 platforms than to be mediocre on 6.

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## PART 2: CONTENT STRATEGY

### Your Content Pillars

Content pillars = the 3-5 main topics you talk about consistently.

**Why you need them:**

- Eliminates "what should I post?" paralysis
- Builds authority in specific areas
- Makes content batching WAY easier
- Helps your audience know what to expect from you

### FINDING YOUR PILLARS

**What do you want to be known for?**

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**What do your ideal clients need help with most?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What do you have unique expertise in?**

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What could you talk about endlessly without getting bored?

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## YOUR 3-5 CONTENT PILLARS:

Pillar 1: \_\_\_\_\_ Example topics:

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Pillar 2: \_\_\_\_\_ Example topics:

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Pillar 3: \_\_\_\_\_ Example topics:

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Pillar 4 (optional): \_\_\_\_\_ Example topics:

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Pillar 5 (optional): \_\_\_\_\_ Example topics:

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## Content Purpose Matrix

Every piece of content should have a JOB. Here's the breakdown:

### 🎯 AUTHORITY BUILDING (30% of content)

- Educational posts
- Behind-the-scenes of your process
- Industry insights
- Myth-busting *Goal: Position you as the expert*

### 💬 ENGAGEMENT BUILDING (30% of content)

- Questions
- Polls
- "Fill in the blank" posts
- Relatable struggles
- Community conversations *Goal: Build relationship with your audience*

## CONVERSION DRIVING (30% of content)

- Client results/testimonials
- Service explanations
- Problem/solution posts
- Clear calls-to-action
- Free resource offers *Goal: Turn followers into clients*

## NURTURE & CONNECTION (10% of content)

- Personal stories
- Values-based content
- Vulnerability
- Celebration posts *Goal: Deepen existing relationships*

## YOUR CONTENT MIX COMMITMENT:

How many times per week will you post on your primary platform?  3x per week  4x per week  
 5x per week  Daily

Based on that frequency, here's your weekly breakdown:

If posting 3x/week:

- 1 authority post
- 1 engagement post
- 1 conversion post

If posting 4x/week:

- 1 authority post
- 2 engagement posts
- 1 conversion post

If posting 5x/week:

- 2 authority posts
- 2 engagement posts
- 1 conversion post

If posting 7x/week:

- 2 authority posts
- 2 engagement posts
- 2 conversion posts

- 1 nurture post

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## PART 3: CONVERSION PATHWAYS

### Where Are You Sending People?

This is where most people fail. They create great content but have no clear path to becoming a client.

#### YOUR CONVERSION ECOSYSTEM

**What's your main lead magnet/freebie?**

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**Where does it live?**

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**What's your primary paid offer?**

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**Price point:** \$ \_\_\_\_\_

**What's the bridge between your free content and paid offer?**  Discovery call  Email sequence  DM conversation  Challenge/webinar  Other: \_\_\_\_\_

#### MAPPING YOUR PATHWAY

**Social Media Post** → \_\_\_\_\_ → \_\_\_\_\_ → **Paying Client**

Example: *Instagram Post* → *Link in bio* → *Email list* → *Discovery call* → *Client*

**Your pathway:**

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#### YOUR CALL-TO-ACTION ROTATION

You can't always say "book a call!" Mix it up:

**Week 1 CTA:** \_\_\_\_\_

**Week 2 CTA:** \_\_\_\_\_

**Week 3 CTA:** \_\_\_\_\_

**Week 4 CTA:** \_\_\_\_\_

**Example CTAs:**

- "Grab my free [resource] in bio"
- "DM me [word] for the details"
- "Link to book a discovery call in bio"
- "Save this for later"
- "Share this with someone who needs it"
- "Comment [word] and I'll send you the guide"

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## PART 4: YOUR REALISTIC SCHEDULE

### Time Blocking for Social Media

Be honest: How much time do you ACTUALLY have for social media each week?

**Weekly time available:** \_\_\_\_\_ hours

**Breaking it down:**

**Content creation:** \_\_\_\_\_ hours/week

**Posting:** \_\_\_\_\_ hours/week

**Engagement/responding:** \_\_\_\_\_ hours/week

**Analytics/planning:** \_\_\_\_\_ hours/week

**TOTAL:** \_\_\_\_\_ hours/week

### YOUR BATCHING STRATEGY

**Will you batch content?**  Yes, monthly  Yes, bi-weekly  Yes, weekly  No, I create day-of

**Your content creation day(s):**

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**Your posting schedule:**

**Monday:**  Post  Rest day

**Tuesday:**  Post  Rest day

**Wednesday:**  Post  Rest day

**Thursday:**  Post  Rest day

**Friday:**  Post  Rest day

**Saturday:**  Post  Rest day

**Sunday:**  Post  Rest day

**Your engagement time:**  Morning (\_\_\_\_ - )  **Afternoon** ( - )  **Evening** ( - \_\_\_\_)

 **Pro tip:** Batch create, but manually post. This keeps your content feeling fresh and allows you to respond to current events.

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## PART 5: REPURPOSING STRATEGY

### Work Smarter, Not Harder

One piece of core content can become 10+ social posts when you're strategic.

#### THE REPURPOSING PYRAMID

**Start with ONE piece of long-form content:**

- Blog post
- YouTube video
- Podcast episode
- Client workshop
- Email you sent

**Then break it into:**

- 5-7 social media posts
- 3-5 quote graphics
- 1 carousel
- 3-5 Stories
- Email to your list
- Pin for Pinterest

## YOUR REPURPOSING PLAN

What long-form content will you create in Q1?

January: \_\_\_\_\_

February: \_\_\_\_\_

March: \_\_\_\_\_

How will you break each piece down?

Example: *Blog post: "5 Social Media Mistakes Service Providers Make"*

- Post 1: Mistake #1 with solution
- Post 2: Mistake #2 with solution
- Post 3: Personal story about making these mistakes
- Post 4: Carousel with all 5 mistakes
- Post 5: Question post asking which mistake readers make most
- Pin: Graphic highlighting #1 mistake
- Email: Full blog content with CTA

Your repurposing framework:

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## PART 6: TRACKING WHAT MATTERS

### Metrics That Actually Mean Something

Forget vanity metrics. Track what moves your business forward.

## YOUR Q1 GOALS

**Primary business goal for Q1:**

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**How social media supports that goal:**

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**Metrics you'll track:**

- Website clicks** (traffic from social to website)
- Email signups** (growing your list)
- DM inquiries** (people asking about services)
- Discovery calls booked** (moving toward sales)
- Engagement rate** (meaningful conversations)
- Follower growth** (only if quality followers)
- Content saves** (people finding value)
- Client conversions** (the ultimate metric)

**How you'll track:**  Spreadsheet  Analytics screenshots  CRM/HoneyBook  Social media insights  Other: \_\_\_\_\_

## MONTHLY CHECK-IN QUESTIONS

**End of January:**

- What content performed best?
- What didn't work?
- What felt easiest to create?
- Did I move closer to my Q1 goal?
- What needs to change for February?

**End of February:**

- Am I maintaining consistency?
- Which pillar resonates most?
- What's my biggest bottleneck?
- What's working that I should do more of?

- What needs to change for March?

**End of March:**

- Did I hit my Q1 goal?
- What strategy will I carry into Q2?
- What am I eliminating?
- What surprised me?
- What's my plan for Q2?

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## PART 7: YOUR 30-DAY ACTION PLAN

### Making This Real

Strategy means nothing without implementation. Here's your roadmap:

#### WEEK 1: FOUNDATION

##### Day 1-2:

- Complete your 2024 audit
- Choose your 2-3 platforms
- Define your content pillars

##### Day 3-4:

- Map your conversion pathway
- Create/update your lead magnet
- Optimize your bio/links

##### Day 5-7:

- Plan your posting schedule
- Set up batching system
- Create content templates

#### WEEK 2: CONTENT CREATION

##### Day 8-10:

- Batch create Week 1 content

- Batch create Week 2 content
- Schedule/plan posting times

#### **Day 11-14:**

- Batch create Week 3 content
- Batch create Week 4 content
- Prepare graphics/visuals

### **WEEK 3: LAUNCH & ENGAGE**

#### **Day 15-21:**

- Start posting consistently
- Engage 15 min/day minimum
- Respond to all comments/DMs
- Track initial analytics

### **WEEK 4: OPTIMIZE**

#### **Day 22-28:**

- Review what's working
- Adjust content based on engagement
- Plan Month 2 content
- Batch create next month's content

### **DAY 30: REVIEW & PLAN**

- Complete monthly check-in questions
- Celebrate wins
- Adjust strategy for Month 2
- Batch Month 2 content

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## **PART 8: CONTENT STARTER KIT**

### **30 Post Ideas to Get You Started**

When you're stuck on what to post, come back to this list:

#### **AUTHORITY BUILDING:**

1. Myth-busting post about your industry
2. "3 things I wish clients knew before hiring me"
3. Behind-the-scenes of your process
4. Before/after of client transformation
5. "Here's what [common task] actually involves"
6. Industry trend analysis
7. "5 red flags when hiring a [your service]"
8. Your unique methodology explained
9. Case study breakdown
10. "What I learned from [experience]"

## **ENGAGEMENT BUILDING:**

11. "Fill in the blank: My biggest [struggle] is \_\_\_\_\_"
12. This or that poll
13. "What's your unpopular opinion about [topic]?"
14. "Tag someone who needs to hear this"
15. "What's the worst advice you've gotten about [topic]?"
16. Story time request
17. "Hot take: [controversial opinion]"
18. "What questions do you have about [topic]?"
19. Caption this photo
20. "Finish this sentence: [topic] would be easier if \_\_\_\_\_"

## **CONVERSION DRIVING:**

21. Client testimonial with context
22. "Here's how I help clients with [specific problem]"
23. Problem → Solution → CTA format
24. Day in the life showing your value
25. "3 signs you need [your service]"
26. Free resource offer
27. Limited spots announcement
28. FAQ about your services
29. "The cost of NOT solving [problem]"
30. "What working with me actually looks like"

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## **PART 9: TROUBLESHOOTING**

### **When Things Go Wrong (And They Will)**

## **"I don't have time to create content!"**

### **Solutions:**

- Reduce posting frequency (3x/week is enough)
- Focus on one content type only
- Repurpose everything 3+ ways
- Use voice memos to capture ideas
- Batch in shorter sessions (30 min vs 3 hours)

## **"My engagement is terrible!"**

### **Solutions:**

- Are you asking genuine questions?
- Are you responding to every comment?
- Are you engaging on others' content first?
- Is your content actually valuable or just sales-y?
- Try controversial opinions (respectfully)

## **"I'm posting but not getting clients!"**

### **Solutions:**

- Check your conversion pathway—where's the break?
- Are you including clear CTAs?
- Is your offer clear on your profile?
- Are you DMing people who engage?
- Is your content speaking to the right audience?

## **"I'm inconsistent and keep falling off!"**

### **Solutions:**

- Your system is too complicated—simplify
- Lower your posting frequency
- Create in bulk so you're ahead
- Set phone reminders
- Find an accountability partner

## **"I'm burned out on social media!"**

### **Solutions:**

- Take a week off—seriously

- Eliminate the platform that drains you most
- Stop comparing yourself to others
- Remember: maintenance mode is fine sometimes
- Hire help (or work with someone like me!)

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## PART 10: NEXT STEPS

### You've Got This

You just created a complete Q1 social media strategy. That's HUGE.

**Here's what to do right now:**

**1. Schedule your Week 1 content creation session** Date: \_\_\_\_\_ Time: \_\_\_\_\_

**2. Tell someone your plan** Accountability partner: \_\_\_\_\_

**3. Set your first monthly review** Date: \_\_\_\_\_ Time: \_\_\_\_\_

**4. Commit to the process** I, \_\_\_\_\_, commit to following this strategy for a full 30 days before making major changes.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## RESOURCES & SUPPORT

**Want help implementing this strategy?**

This guide gives you the framework, but implementation is where the magic happens.

### WAYS TO WORK TOGETHER:

 **Rise Up Lounge (\$97-197/month)** Community support + monthly strategy calls + template library

 **Rise Up Growth Lab (\$197/month)** Everything in Lounge + bi-weekly strategic support + analytics review

 **Rise Up Elite (\$397-1,827/month)** Done-with-you implementation + custom strategy + priority support

 **Hoot Host Partnership (Coming Q1!)** Social media strategy + website optimization = complete online presence

**Want to learn more?** Visit: [Your Website] Instagram: @riseupbrandie Email: [Your Email]

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## BEFORE YOU GO

Remember: Perfect execution isn't the goal. Consistent, strategic action is.

Your Q1 doesn't have to look like anyone else's. It just has to work for YOU.

Start small. Build momentum. Adjust as you go.

And if you need support? I'm here.

**Let's make Q1 your strongest quarter yet.**

~ Brandie

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## BONUS: QUICK REFERENCE CHEAT SHEET

### MY Q1 STRATEGY AT A GLANCE:

**Primary Platform:** \_\_\_\_\_

**Posting Frequency:** \_\_\_\_\_ x per week

### Content Pillars:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Content Mix:

- \_\_\_\_% Authority
- \_\_\_\_% Engagement
- \_\_\_\_% Conversion
- \_\_\_\_% Nurture

**Batching Day:** \_\_\_\_\_

**Main CTA:** \_\_\_\_\_

**Q1 Goal:** \_\_\_\_\_

**Monthly Review Date:** \_\_\_\_\_

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**Print this page and keep it visible while you work!**

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## **FINAL PAGE**

### **Share Your Wins!**

I'd love to see how you're implementing this strategy!

**Tag me on social media:** Instagram: @riseupbrandie Use hashtag: #RiseUpQ1

**Questions? Reach out:** Email: [Your Email] DM me on Instagram

**Want the advanced version?** This guide is self-service implementation. If you want done-with-you support, custom strategy, or help with the Hoot Host integration launching in Q1, let's chat.

Book a discovery call: [Your Booking Link]

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**Here's to your strongest Q1 yet! **