

Paige.

The PlayBook

MEMBERSHIP

SOCIAL MEDIA | MODULE ONE

Introduction to Social Media in 2025

THE PURPOSE OF SOCIAL MEDIA TODAY

FUNNELS

ALGORITHMS

“GOOD” CONTENT OVERVIEW

The Role of Social Media in 2025

IT'S NO LONGER JUST A PLACE TO "SHOW UP."

SOCIAL MEDIA IS...

A search engine (think TikTok search, Instagram explore, Pinterest)

A community builder (DMs, comments, stories, lives)

A sales driver (bio links, shops, product tags)

A credibility check (if they can't find you online, they often won't buy)

WHY BUSINESSES MUST USE IT

To build trust and familiarity

To showcase your work or process

To tell your brand story

To build brand awareness

PLATFORM OVERVIEW

Platform	Purpose	Content Formats	Ideal For
Instagram	Visual storytelling & community	Reels, <u>carousels</u> , stories, single posts (motivation/quotes)	Personal brands, freelancers, product & service-based businesses
TikTok	Discovery, edutainment, trends	<u>Short-form</u> video (long form too)	Creators, coaches, ecommerce
Pinterest	Inspiration & evergreen search	Graphics, how-to content, <u>aesthetic visuals</u>	Designers, bloggers, product-based brands
Threads	Thought leadership & brand voice	<u>Written posts</u> & screenshots/images	Creatives, consultants, micro-influencers
YouTube	Long-form education & authority	Tutorials, <u>vlogs</u>	Educators, strategists, personal brands
LinkedIn	Professional positioning	Carousels, written posts (statuses), <u>articles</u>	B2B services, freelancers, creative agencies
Facebook	Community & retargeting	<u>Groups</u> , shared posts,	Memberships, product-based brands, 35+ audience

Funnels

IT'S JUST A FANCY WORD - DON'T WORRY.

CONTENT PURPOSE & FUNNEL STAGES

Every piece of content should do one (or more) of the following:

Attract new followers and eyes (top of funnel)

Build connection & trust with your audience (middle of funnel)

Convert into bookings, purchases, or DMs (bottom of funnel)

CONTENT PURPOSE & FUNNEL STAGES

Funnel Stage	Purpose	Content Types	Examples
Attract	Reach new people	Hooks, trends, memes, educational mini-tips	“5 things I wish I knew before starting my business” “What everyone gets wrong about [your industry]”
Engage	Build trust & relatability	behind-the-scenes, storytelling	“How I went from burnout to balance” “Behind the scenes of a launch week”
Convert	Drive action	Conversation starters, Testimonials/client case study, offer breakdowns, results, before/after	“The results my client saw in 30 days” “What your future self will thank you for inside [your offer name]”

Algorithms

THE THING EVERYONE IS AFRAID OF

UNDERSTANDING ALGORITHMS IN 2025

1. Watch time – Reels/TikToks watched for more than 3 seconds
2. Saves & shares – Content that offers true value or relatable
3. Interaction depth – Comments, DMs, & Likes
4. Keyword relevance – Pinterest, TikTok, and IG SEO all matter

Each platform's algorithm rewards engagement, relevance, and retention.

HOW TO WORK WITH THE ALGORITHM IN 2025

1. Focus on High-Quality, Scroll-Stopping Video

- The algorithm rewards watch time, so make sure your content holds attention from the first second
- Start with relatable hooks like: “If you’re a business owner and you feel like...”
- Make people think “OMG, that’s me”. Relatability drives shares, saves, and conversation
- Always film with clean visuals, good lighting, and intentional edits

HOW TO WORK WITH THE ALGORITHM IN 2025

2. Keep It Simple, But Intentional

- Your audience wants bite-sized, spoon-fed content, don't overcomplicate it, (No industry jargon, I BEG!)
- Use clear captions, short sentences, and show what you mean with visuals (visuals perform better than text)
- Walk them through your thought process: step by step, like you're teaching a friend

HOW TO WORK WITH THE ALGORITHM IN 2025

3. Build a Recognisable Brand Tone

- Speak in a way that's consistent, not robotic, not copy/paste
- Let your captions paint a picture or tell a story
- Stay consistent in how you open Reels, the way you film, or the style of your transitions. Repetition makes your brand memorable

Think: A “signature content style” that feels like you

(e.g. same intro line, same intro action, branded reel covers/text, your voice or phrases that are YOU).

HOW TO WORK WITH THE ALGORITHM IN 2025

4. Create Original Content From Experience, Not Instagram Trends

- Don't scroll socials for inspo. YOU are the inspo.
- Share what you've lived through, what your clients experience, or what you wish someone told you
- Trends can help, but only if you make them yours. Create them, don't follow them.
- Story-led, personal content builds loyalty and trust faster than any trend ever will

HOW TO WORK WITH THE ALGORITHM IN 2025

5. Engage Like a Human, Not a Robot

- Reply to comments in your tone of voice
- Don't be afraid to expand your thoughts or ask questions back
- Conversations in comments often lead to DMs, relationships, and referrals
- You're not "just replying", you're building a community

HOW TO WORK WITH THE ALGORITHM IN 2025

6. Build a Brand People Want to Be Around

- Show your personality in everything you post
- Let people behind the scenes: your process, your desk, your coffee, your routine (even if this is just on stories)
- Make people feel like they know you, you're a friend to them
- No community = no brand. Simple as that.

What is “good” content?

IT'S KINDA OPINION BASED BUT THINK WHAT'S “GOOD” CONTENT TO MY
IDEAL CUSTOMER...

GOOD CONTENT DOESN'T JUST LOOK NICE – IT WORKS BECAUSE IT:

1. Hooks immediately – First 3 seconds or first line of text must stop the scroll. Think “relatable” or “shocking”
2. Provides value – Teach something, solve a problem, or create emotion
3. Is visually clear – Clean text, on-brand colours, and strong contrast
4. Is authentic – Behind-the-scenes, voiceovers, or unfiltered thoughts resonate more. Share opinions!
5. Leverages trends with purpose – Use trending audio/topics, but always customise it to your niche
6. Includes a call to action (CTA) BUT not every time. That’s not real life.

Reminder: Consistency and intention beat perfection every time.

Your Takeaway

YOU DON'T NEED MILLIONS OF FOLLOWERS TO MAKE AN IMPACT.

YOU NEED A HANDFUL WHO BELIEVE, WHO BUY IN, WHO SHOUT YOUR NAME
LOUDER THAN YOU EVER COULD.

THAT'S COMMUNITY, AND THAT'S WHAT SOCIAL MEDIA IS REALLY ABOUT.

Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these prompts in your notes or a journal:

1. Which platform(s) do I default to?
2. Am I creating content because it works... or because I feel like I have to?
3. If I had to pick one platform to focus on for the next 3 months, which would it be, and why?



THE TEMPLATE VAULT

My recommended downloads for this module



Account Audit Checklist

You want to set yourself up correctly on socials!

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Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: PLATFORM STRATEGY 101