



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC ESSENTIALS MODULE 3

How To Batch Your Social Media Content

Creating consistent, quality content for social media is essential—but keeping up with trends, algorithms, and regular posting can be overwhelming! How do you maintain a strong content flow without the stress?

The answer: content batching.

Rather than posting spontaneously, content batching dedicates focused time on your calendar to plan multiple posts at once. This approach centers on three key phases:

1. **Brainstorming + Ideation**
2. **Creation + Captions**
3. **Implementation + Analysis**

This method not only saves time and reduces stress but results in more strategic, cohesive content that resonates with your ideal couples—ultimately increasing your following, engagement, and bookings.

Ready to transform your social media approach? Let's get batching!

STEP 1 – BRAINSTORMING + IDEATION

Block Out Your Schedule

The first step to batching your content is to block out a set number of hours in your work calendar. Ask yourself what works best for not only your schedule and workflow, but also your brain. Perhaps you block out 90 minutes per week. Or maybe you're more effective when you reserve an entire content creation day each month? This will look different for everyone, so find what works for you. You can find an example schedule on the next page.

Pick Your Platforms of Choice

You do not need a presence on every single social media platform. (Read that again and let it soak in.) Focus your efforts on the 1-2 platforms that you enjoy most, that align with your brand, and where your target audience likes to hang out. For wedding venues specifically, we recommend Instagram and/or TikTok along with Pinterest to drive traffic to your website.

Brainstorm Your Content Pillars

Content pillars are the overarching themes of your social media posts. They give you a framework when planning out your content, while also adding variety and interest to your feed! We recommend the following 3 pillars for your venue business, along with some examples:

EDUCATION

INSPIRATION

CONNECTION

1. EDUCATION

- a. highlight your venue's superpowers / what makes you different
- b. expert tips about wedding planning / booking your venue
- c. answering FAQs and providing clarification on any pain points to booking

2. INSPIRATION

- a. real weddings at your venue
- b. before-and-after transformations of wedding setups
- c. sharing what's trending / desirable features at your venue

3. CONNECTION

- a. authentic behind-the-scene glimpses of your work day
- b. getting to know your superstar staff members and their personalities
- c. sharing your brand story / venue history

Pro Tip: Don't forget to keep an eye on the calendar for holidays and "national" days to inspire content.

EXAMPLE | 1 HOUR / WEEK BATCH-CONTENT SCHEDULE

produces a few days of content

<i>5 Minutes:</i> Pick out your Post Ideas	Content ideation is best to do outside of your official batch hours to maximize the time spent creating! Keep a running list of post ideas on your Notes app or list-maker of choice. Make it a habit to jot down post ideas as they come to you throughout the week. Then you'll already have a list of ideas handy when you sit down to create your content.
<i>15 Minutes:</i> Filming & Photos	Take 15 minutes to organize the visuals you'll need to create each post idea. This doesn't take as much time as you would think! Capturing photos and videos from around your venue can turn into multiple pieces of content. Collect images from past weddings, iPhone photos from the property, B-roll footage of your team in action, or flip the camera to simply record yourself! You may also need to record voiceovers or save trending audio/music that you'll need for the final posts.
<i>10 Minutes:</i> Editing	Photo editing is pretty straightforward; so videos are where you'll spend most of your time editing. Our best advice is to keep it simple and invest in apps that can help you edit quickly. Canva, InShot, and CapCut are all great options. And time-stamped templates are your best friend!
<i>10 Minutes:</i> Captions	For a static image post especially, the caption is key. Make sure to: ⇒ Hook the reader in with a captivating first line. ⇒ Use emojis to catch the eye. ⇒ Opt for line breaks instead of one big block of text. ⇒ Add a call-to-action at the end—whether it's to comment or to save! ⇒ Use relevant hashtags (see the last page for a list of ideas) ⇒ Tag all associated vendors to give them credit!
<i>20 Minutes:</i> Scheduling your Posts	Another great place to invest in outside help is from scheduling apps! We use Planoly at Here Comes The Guide, which allows us to preview and plan out our grid. We also use Tailwind to auto-pin images to Pinterest. Finally, take notes on what content you want to knock out during your next block and how much content you were able to create this time. This will help in future planning! You'll also want to keep an eye on each post's performance to see what resonates with your audience and works best for your business going forward.

10 IDEAS FOR WEDDING VENUE VIDEOS

For Instagram Reels, TikTok, & YouTube Shorts

1. **Film your everyday.** Take little clips of your day—from making your coffee and working in your office to winding down at home. You'd be surprised how many people want that content specifically. This is easy content to start with as well -- just show them what your life is like!
2. **Show how your venue participates in the latest trends.** If you embrace what's trending, viewers will find your content more compelling. (But you mustn't be too late to the trend or act inauthentic—viewers see right through that!)
3. **Before and After transformations.** Snag a video before your venue is set up, then work with the photographer to show off the final results of your venue in its full glam! This is super simple and always effective.
4. **Talk to your viewers.** It feels weird, we know. But brand engagement (and ultimately, brand loyalty) is so important. Tell them a funny story, a piece of practical planning advice, or share a tried-and-true trick!
5. **Highlight your superpowers!** What makes your venue special? How can you show off that super special thing that you do SO well? Center your content around that.
6. **Let popular sounds guide you.** There are tons of audio on TikTok, IG Reels, and YouTube Shorts that can help you shape your content. These tend to be shorter videos and often have a light-hearted tone that engages viewers.
7. **Share about your team!** Share the quirky things, the unique things, and especially the things that make your team work the way it does. You're inviting viewers to see the people who can help make their wedding happen!
8. **Make graphics count.** Does the history of your venue require text? Go for it! But, the captioning / text overlays on social don't always look the best. Leverage Canva, InShot, or a similar app to easily produce on-brand, professional videos.
9. **Tell your viewers about all of your wonderful amenities!** Whether that's handicap accessibility, all-inclusive packages, top-tier catering services, or a florist who utilizes blooms grown on-site, be sure to show it all off!
10. **Take timelapse videos.** Setting up tables? Doing a venue tour? Prop up your phone somewhere and capture some moments! Simple content to capture, and various uses you can save for later.