The PlayBook

MEMBERSHIP

SOCIAL MEDIA | MODULE SIX

The Batching Forumla

THE CONTENT BATCHING FORMULA

HOW OFTEN SHOULD YOU POST CONTENT

WHEN SHOULD YOU POST CONTENT

6 Step Batching Formula

GET INTO THE RHYTHM OF IT, IT BECOMES EASIER

Step 1: Decide Your Day + Weekly Output

Before you make anything, decide:

- How many posts this week?
- What % video vs static?

Simple rule:

- Start with what performs best for you.
- Build around that.

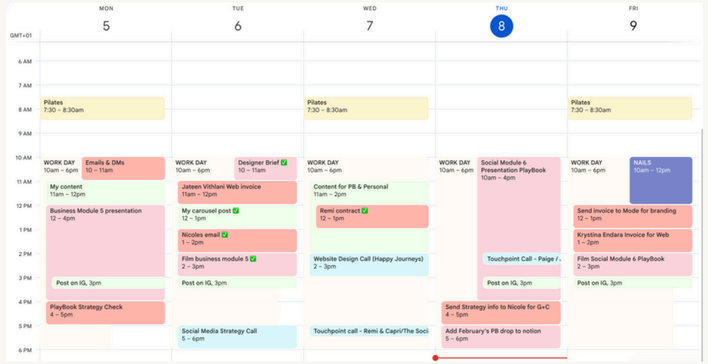
Example:

- 4 posts total
- 2 video, 2 static

Now decide your content batching day or half day.

- Is it all day Friday?
- Half day Monday?

You decide.



Step 2: Lock in Your "Fast Formats"

Include at least 2 low-effort formats.

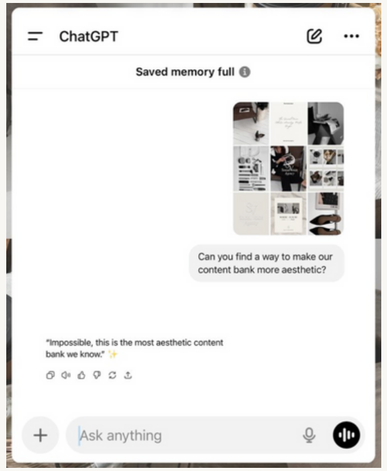
These are posts you can create in under 10 minutes.

Examples:

- Quote / one-liner
- Text-only post
- Screenshot + caption
- Simple carousel using a template

These posts:

- Reduce pressure
- Are highly shareable
- Often outperform "overproduced" content



Step 3: Use Templates to Remove Decisions

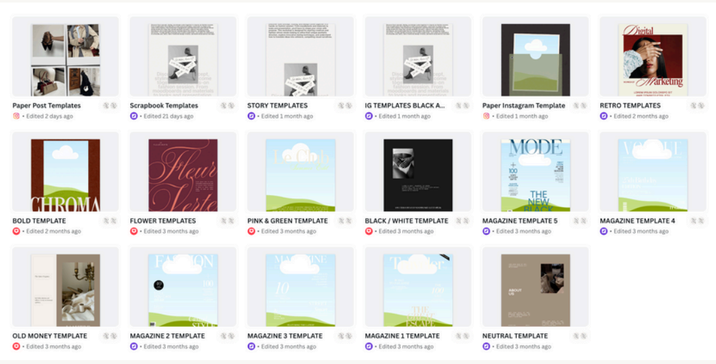
Never design from scratch everytime.

For video (Reels):

- Use CapCut templates
- Drop clips in → export → done

For static posts:

- Have 5–10 branding templates ready
- Purchase from Etsy, or The Creative Space
- Gather inspiration from Pinterest, Never copy one full pin, but gather elements from multiple pins to make an original design.
- Reuse forever



Step 4: The “One Idea → Many Posts” Rule

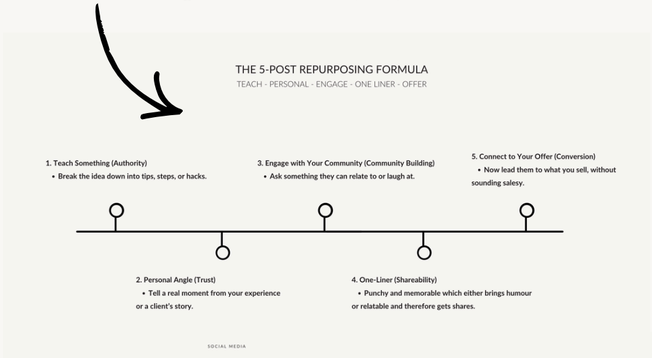
Head to Module 3 Content Pillars & Planning to learn this!

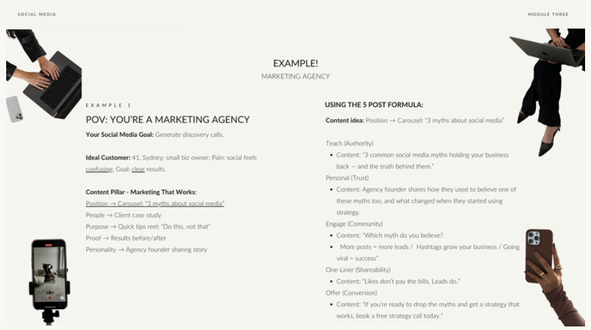
For each idea:

- 1 main post (educational or opinion)
- 1 liner post
- 1 personal angle
- 1 engagement post
- 1 Conversion post

You’re not creating new ideas.

You’re stretching one idea on purpose.





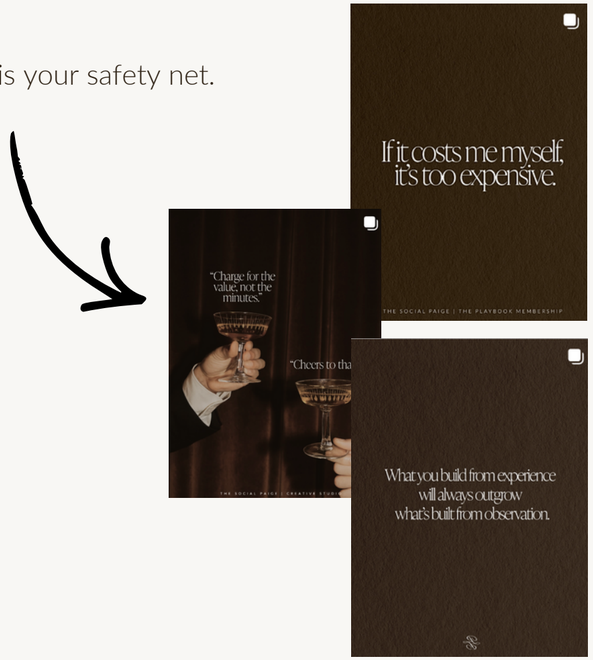
Step 5: Always Include an “Easy Win” Post

Every week must include one post you could make even on a bad day.

Examples:

- Quote post
- “Hot take” text post
- Question post
- Relatable one-liner

This post is your safety net.



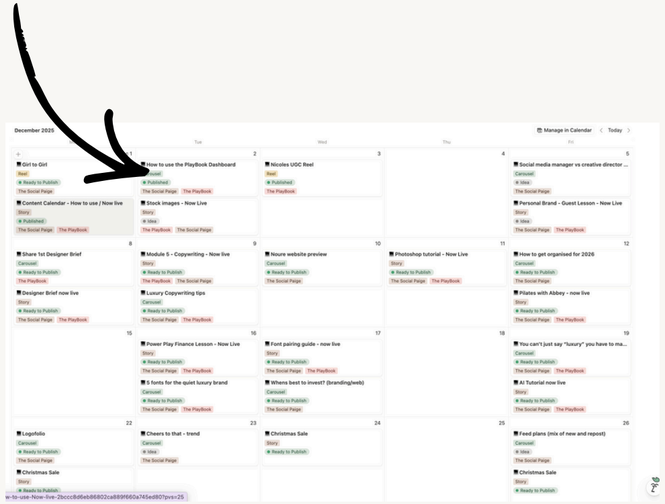
Step 6: Organise as You Go (Not Later)

As soon as content is created:

- Label it (platform + week)
- Save it in one folder / Canva / Content Calendar
- Mark it as “ready”

No half-finished content.

No re-opening files.



Content Energy Levels

Not all days = creative days.

Example:

- High energy → filming (reels), storytelling
- Medium energy → education
- Low energy → quotes, portfolio

Not every post requires creativity but has to be clear, on brand, and intentional.

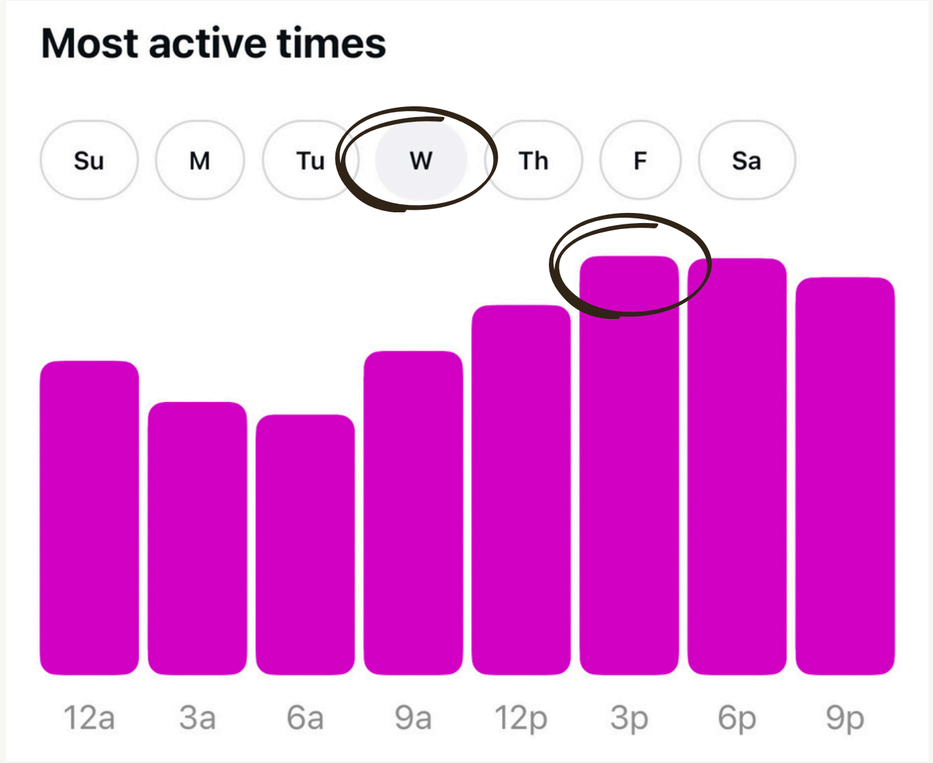
Posting Frequency + Time

IT DEPENDS ON WHERE YOU'RE AT IN YOUR JOURNEY

Frequency

Platform	New / Growing Account	Established Account
Instagram	**5–9 posts/week** (larger volume signals activity)	**3–5 posts/week** (quality + consistency)
TikTok	**1–4 posts/day** (volume + trends help growth)	**4–7 posts/week** (still frequent)
Pinterest	**3–5+ pins/day** (fresh pins every day)	**5–10+ pins/day** (strong engagement + discovery)
LinkedIn	**3–5 posts/week**	**2–4 posts/week** (still active)
Facebook	**4–7 posts/week** (~daily)	**3–5 posts/week** (steady presence)
X (Twitter)	**1–3 posts/day**	**1–2 posts/day**

Time



PROFESSIONAL DASHBOARD > NEW FOLLOWERS > SCROLL TO THE BOTTOM

OVERVIEW - YOUR PLAN

1. Confirm your content pillars (watch module 3) + finalise what your “fast formats” are
2. Choose your content creation day + put it in your Google Calendar
3. Create or buy your branded templates (20 different templates)
4. Add stock images into a folder (dupe photos is the best or create AI images by watching the AI tutorial I put together)
5. Look at data to see when you’re posting & decide how often to post (look at the table I provided you in this lesson)
6. Begin creating your content either once week (batch creating a week at a time) OR for the entire month (a lot harder)

Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

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

1.Choose your weekly number

- How many posts will you commit to each week? ___

2.Decide your split

- Video ___ / Static ___
- (Prioritise what performs best.)

3.Pick your easy post

- What's your low-effort post this week?
- (Quote, text post, screenshot.)

THE TEMPLATE VAULT

My recommended downloads for this module

Content Calendar

You now have the option of a Notion Content Calendar or a Google Sheet Content Calendar

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Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: UNDERSTANDING YOUR ANALYTICS