



THE VENUE BUSINESS BOOT CAMP

Smart, usable advice for running your wedding venue.

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How To Batch Your Social Media Content

Consistent, quality content is key when it comes to social media; yet keeping up with the trends, the times, *and* the algorithm is overwhelming—to say the least! How do you keep quality content flowing while optimizing your time *and* maintaining your sanity?

The answer is batching your social media content.

Rather than posting on the fly, **content batching puts an intentional block of time on your calendar to bulk-plan a week's worth of posts (or more!) in one sitting.** The key here is carving out focused time for 3 crucial steps:

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

Batching your social media content not only saves you time (and stress!), but also leads to more strategic and cohesive posts that can really resonate with your ideal couples. This, in turn, leads to an increase in your following, your engagement, and ultimately, your bookings.

Intrigued? Let's get to 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:

1. EDUCATION

- a. highlight your venue's superpowers / what makes you different
- b. expert tips about wedding planning / booking your venue

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 Schedule | 1 Hour / Week Batch-Content Schedule

produces a few days of content

<p>5 Minutes: <i>Pick out your Post Ideas</i></p>	<p>Content ideation should ideally be done <i>outside</i> 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.</p>
<p>15 Minutes: <i>Filming & Photos</i></p>	<p>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.</p> <p>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.</p>
<p>10 Minutes: <i>Editing</i></p>	<p>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!</p>
<p>10 Minutes: <i>Captions</i></p>	<p>For a static image post especially, the caption is key. Make sure to:</p> <ul style="list-style-type: none"> ⇒ 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!
<p>20 Minutes: <i>Scheduling your Posts</i></p>	<p>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.</p> <p>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.</p>



10 Wedding Venue Caption Prompts

Some prompts for you to use to make some content today!

Shout out to [tag photographer/wedding vendor] for their incredible work on this wedding! Did you know [tell a quick anecdote about that particular wedding day]?? That's what you get when you hire seasoned professionals for your big day. Double tap if you agree!

It's Wedding Venue Wednesday ✨ Not sure if that's actually a *thing*, but it's got a nice ring to it, doesn't it? // We wanted to share a bit about our origin story: [share how you came to host weddings at your location, or an interesting story about your history]. // Any questions about hosting your wedding at our venue? We're all ears!

3 Things You'd Never Guess About Our Venue 😊 // ❶ [Fun fact #1] // ❷ [Fun fact #2] // ❸ [Fun fact #3] // Did any of these surprise you? Click the link in our bio to set up a site tour and see our property for yourself!

Our #WeddingWeekend view... 😊 [show one or more shots of a wedding setup] Where are you spending the weekend?

Double-tap this post if you're also obsessed with [wedding thing you're obsessed with]. 🙌❤️ // It's always made our team [feel/think/act/etc.] no matter what! // What else makes you [feel/think/act/etc.] this way?

My daily routine on days when I'm [setting up for a wedding, tearing down from a wedding weekend, prepping for venue tours, etc.] goes a little something like this 🕒 // [insert timeline of your day] // I feel like it's missing something, though! What should I add?

There are few times in life when we can look back and say, 'that's a day I would live over and over again', but this is one of them for me... [share story about one of your best days ever as an venue owner/coordinator] // Share your favorite wedding memory in the comments!

Did you know we offer [package inclusion your audience might not know about] in our wedding packages? It's true! We find that couples love [something in particular your couples rave about]. Questions about [package inclusion/service]? Drop 'em in the comments!

If there's one way to make us smile, it's sharing photos of your wedding day with us 😊 // Recently, [@username] shared [her/their/his] wedding gallery and we were smiling the ENTIRE rest of the day! Swipe LEFT to see what we mean!

You didn't hear about our [open house/promotion/special offer]?? AS IF! 🙄 // Just kidding – we know the Insta algorithm can be a little wild sometimes, so here's all the deets for you: // [insert details] // What's this going to do for you? [insert transformation] // Yeah, it's THAT good, promise! 😊 // Want in? Hurry to the link in our bio to [RSVP/take advantage/sign up, etc.] by the [date] deadline!



10 Video Post Ideas for Wedding Venues

1. **Film your every day.** 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. **Don't shy away from trends!** Viewers will find your content more compelling if you engage in popular trends. (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 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 audios on Tiktok, IG Reels, and YouTube Shorts that can help you shape your content. These tend to be shorter videos that you can lip-sync to and often have a light-hearted tone that engages viewers more.
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.

Ideas Bank

A few Calls-To-Action and hashtags to help get the ideas flowing.

Use the blank fields to fill in your own!

Types of Content	CTA Ideas	Hashtag Ideas
Instagram Static Post	Double tap if you agree!	#weddingvenue
Instagram Carousel Post	Click the link in our bio for more	#yourvenuename
Instagram Stories	DM us to set up a site tour!	#typeweddingvenue
Instagram Reels	Check out our Stories for more info	#styleweddingvenue
Instagram Lives	Be sure to save this for later!	#stateweddingvenue
Instagram Guides	See more of this wedding in our blog	#cityweddingvenue
TikTok Videos	Tag an engaged friend in the comments!	#weddingvenueideas
TikTok Photo Carousels	Vote on your favorite in the comments!	#outdoorwedding
YouTube Shorts	Comment with emoji if you agree!	#weddingideas
Facebook Reels	Tell us your thoughts in the comments!	#weddinginspo
Facebook Posts	Go to our Stories to vote!	#weddingtrends
Facebook Stories	#linkinbio to sign up for our e-newsletter	#weddingplanning
Pinterest Idea Pins	Ask us anything in the comments below	#weddingplanningtips
Pinterest Pins		#weddingstyle
		#destinationwedding
		#weddingceremony
		#weddingreception

Where You Can Repurpose!

Email Newsletter	Webinar / Course	Infographic	E-Book
Blog Posts	Podcast Audio / Interview	Pull Quote Graphics	Other Social Media
Guest Posts	YouTube Videos	Freebie Download	Save + Recycle Later!

