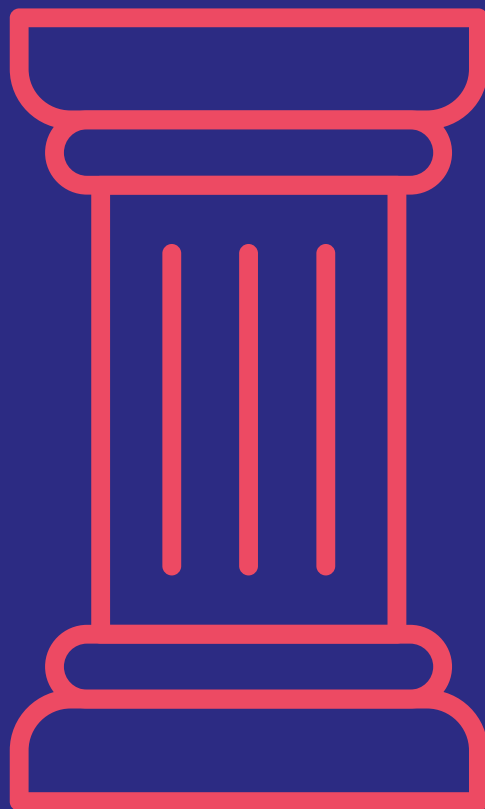


**HdK**

# CONTENT PILLARS



# CONTENT PILLARS



## What are they?

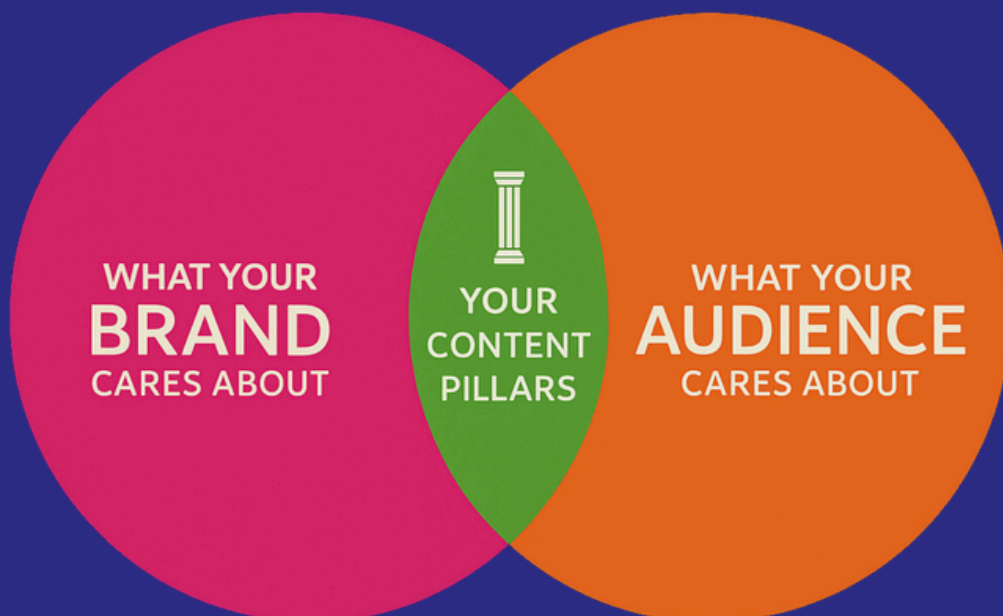
Content pillars are the main themes or topics within your social media content strategy. They bring together the needs of your audience, and what your brand cares about.

## Why are they useful?

Content pillars form the foundation of your content strategy.

Identifying key themes helps to create a clear strategy, balancing different content types that resonate with your target audience/s and strengthen your relationships.

Use the following pages to help identify themes, content ideas and suitable platforms to create a clear outline for your social media strategy.



# BRAINSTORM

Identify your content pillars



We use social media to...

Our audience/s follow us because...

Our social media would be better if...

# CONTENT PILLARS



## Template

### CONTENT THEMES

	Pillar 1:	Pillar 2:	Pillar 3:	Pillar 4:
CHANNELS				
AUDIENCE				
FREQUENCY				
SAMPLE POSTS				

# CONTENT PILLARS



Example (museum)

## CONTENT THEMES

	Pillar 1: <i>Events &amp; social Programme</i>	Pillar 2: <i>Education</i>	Pillar 3: <i>Art</i>	Pillar 4: <i>Community</i>
CHANNELS	<i>Facebook &amp; Instagram</i>	<i>Instagram &amp; TikTok</i>	<i>Facebook &amp; Instagram</i>	<i>Instagram &amp; TikTok</i>
AUDIENCE	<i>Museum members, culturally-curious people</i>	<i>New musuem visitors</i>	<i>Musuem visitors, culturally-curious people</i>	<i>New and existing visitors &amp; members</i>
FREQUENCY	<i>1-2 per month</i>	<i>1 per week</i>	<i>1-2 per week</i>	<i>2-3 per month</i>
SAMPLE POSTS	<i>Event preview, event calendar, event recaps</i>	<i>Behind-the-scenes videos, staff interviews</i>	<i>Art displays, preview of new exhibits</i>	<i>Artists, museum staff &amp; members, community events and projects</i>