

# SOCIAL MEDIA CONTENT POSTING

## MAXIMIZING YOUR BRAND'S POTENTIAL ON



### GETTING STARTED

#### WHAT WE NEED FROM YOU:

To set your account up for success, we'll need:

- Your login credentials for each account (or we can create the account for you)
- A logo or image for your profile avatar
- Brand assets (logos, colors, slogans, images, product/service photos, team photos)
- A list of competitors and social media accounts you admire
- Examples of styles, colors, or videos you like
- Any vertical photos or videos we can't capture ourselves (events, milestones, employee moments, etc.)
- Availability to meet with a D2 Content Creator at least **once a month** for filming. They will schedule meetings with you regularly.



#### WHAT TO EXPECT FROM US:

- High-quality, engaging videos or posts per month
- Content ideas and post suggestions (events, product features, employee spotlights, testimonials, etc.)
- Ongoing strategy focused on long-term growth and brand trust.

#### WHAT WE EXPECT FROM YOU:

Your involvement helps maximize results:

- Respond promptly to messages and comments
- Staff to be featured in videos, as the expert, not an actor
- Encourage customers to follow your social channels in person
- Encourage reviews on Google and Facebook
- Stay engaged and collaborative throughout the process
- The more personal and involved your brand feels, the stronger the connection with your audience.

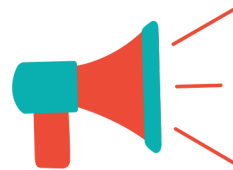


### HAVE FUN WITH IT

TikTok is a fun, creative platform and your content should reflect that.

It's a powerful way to entertain and educate your audience at the same time while showcasing your brand's personality.

Leaning into trends and playful content helps increase visibility, attract new followers, and build awareness in an authentic, engaging way.



### TRUST THE PROCESS

Building a strong social media presence takes time.

The goal isn't overnight growth, it's a steady, intentional build of followers who trust and enjoy your brand.

Going "viral" can create short-term buzz, but long-term success comes from consistent engagement and meaningful connection with your audience. Not every post should sell something. Trust and interest come first.

Social media repetition builds recognition. Even when posts aren't directly selling, they're reinforcing your brand.