Create Your Own
Social Media Content Pillars

Ready to define some content pillars in your business? Content pillars are content topics that are relevant to your brand and business, and will help you get a clear and concise message across to your audience. By having defined content pillars, you're also making your content creation much easier! So let's get started!

What does your business do? What services do you offer or what products do you sell?

Why did you start your business? What are you passionate about in relation to your services/products?

Who is your target audience?

Why is your target audience interested in your services/products?

By answering these questions, a few recurring topics should have occurred. These can help you set up some (or all) of your content pillars. Remember to be specific and to really stick to your business, so you have a clear and focused message. The more niche your message is, the more likely it is that your posts will attract the right customers.

What does your target audience care about?

If you're not sure how to answer some (or all) of these questions, then it might be time to ask for some help! **C3 Social would love to help you narrow down your target audience and content pillars so you can reach the right people with the right message every single post!**

My Content Pillars

1. _____

2. _____

3. _____

4. _____

5. _____

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