**Social Media Content Brief Template**

**For LinkedIn, Instagram & Facebook Management**

At M & O Business Solutions, we specialise in building and managing LinkedIn, Instagram, and Facebook pages for businesses. To ensure your social media content is tailored to your goals, we ask that you complete the following brief.

**1. Business Overview**

* What does your business do?
* What products or services do you offer?
* Who is your target audience or ideal customer?
* What are your short and long-term business goals?

**2. Social Media Objectives**

* What are your main goals for social media (e.g., brand awareness, lead generation, recruitment, community engagement)?
* Are there any KPIs or specific outcomes you're aiming for?

**3. Branding & Tone**

* Do you have brand guidelines (logos, colours, fonts)?
* What tone of voice should we use? (e.g., professional, friendly, witty)
* Are there any phrases or values you'd like to include in your messaging?

**4. Platforms**

* Which platforms would you like us to manage? (LinkedIn, Instagram, Facebook – or all three?)
* Do you have existing business profiles/pages? If so, please provide login access or admin rights.

**5. Content Preferences**

* What type of content do you want posted? (e.g., service promotions, testimonials, staff/team updates, industry news, educational posts)
* Are there particular content themes or series you'd like to include?
* How often would you like posts to go out each week?

**6. Visual Assets**

* Do you have photos, videos, or branded content you’d like us to use?
* Are you happy for us to create branded graphics for your posts?
* Would you like us to request photos or content from you on a regular basis?

**7. Engagement**

* Are we responding to comments/messages on your behalf or notifying you to respond?
* Are there any FAQs or common replies we should be aware of?

**8. Competitors & Inspiration**

* Are there any competitors you admire or want to differentiate from?
* Do you have favourite social media pages for inspiration?

**9. Compliance**

* Are there any industry-specific guidelines or regulations we should be aware of (e.g. financial promotions, data protection)?
* Should any content be approved by you before going live?

**10. Additional Notes**

* Any upcoming promotions, events, launches, or offers we should be aware of?
* Any content you don’t want us to post about?
* Any questions or concerns you'd like us to address before we begin?

Once completed, please send this brief to **info@mo-bs.co.uk**. We’ll use it to build a custom content plan for your brand and ensure your social media presence is clear, consistent, and effective.