

MAKE CONTENT THAT FEELS HUMAN.

UGC 101

the small business social checklist

You do not need to post more for the sake of posting. You need content that helps the right people notice you, trust you and take the next step.

BEFORE YOU POST AGAIN, ASK YOURSELF

If a new customer landed on my profile today, would they know what I offer, why they should trust me and how to enquire?

5 MINUTES. 10 CHECKS. NO FLUFF.

Tick what you are already doing. Leave the rest blank. Those gaps are your next opportunities.

Is your content *doing its job?*

Be honest with yourself. A strong social presence starts with the basics.

-
- ☐ **01 Clear first impression**
Your bio says what you do, who you help and how to contact you.

 - ☐ **02 Recognisable branding**
Your visuals feel consistent enough to recognise at a glance.

 - ☐ **03 Real proof**
You show your work, process, results or genuine client feedback.

 - ☐ **04 A reason to stop scrolling**
Your opening line or first frame gives people a reason to care.

 - ☐ **05 Customer-focused messaging**
Your posts answer customer questions, not just talk about you.

 - ☐ **06 Quality over quantity**
Your videos are clear, easy to follow and made with intention.

 - ☐ **07 A human touch**
People can see the personality or people behind the business.

 - ☐ **08 A next step**
You make it easy to enquire, book or find out more.

 - ☐ **09 A repeatable rhythm**
You have a realistic posting routine you can stick to.

 - ☐ **10 A little reflection**
You notice what gets saves, shares, enquiries or replies.
-

Your *results*

Count your ticks. This is a starting point, not a score of how good your business is.

0-3 TICKS

Start with the foundations: clarity, trust and a simple next step.

4-7 TICKS

You have a base. The next win is making your content more consistent and purposeful.

8-10 TICKS

Great foundations. Now think about whether your content is turning attention into enquiries.

ONE THING TO DO THIS WEEK

Choose one unticked box and improve it before making your next post. Small, intentional changes beat random content.

Want content that works harder for you?

I help small businesses turn everyday moments into authentic content
that builds trust and gives customers a reason to choose them.

Explore my work or enquire through my website.

created by.
Connie