



# The 2026 Founder's Guide to Content Planning.

Move from 'random posting' to a strategic, sustainable social media content system.

MELBOURNE  
INNOVATION  
CENTRE

*MIC*

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# The 70/20/10 Content Rule

To build a brand that people actually want to follow, we avoid the "constant pitch."

Instead, we balance the value we provide:

**70% Value & Connection:** Tips, "how-to" guides, and industry insights. This builds trust and shows you know your stuff.

**20% Brand & Authority:** Client testimonials, your "why," and behind-the-scenes at the Melbourne Innovation Centre. This builds a human connection.

**10% Direct Conversion:** Clear calls to action. Direct offers, booking links, or product highlights.



# The Content Pillars

Instead of wondering what to post each morning, rotate through Content Pillars. These are broad categories that define your brand's world. For example:

- The Origin Story: Why you started and the problem you're solving.
- Behind the Scenes (BTS): A "raw" look at your workspace, coffee runs, or messy middle.
- Your take on the headlines: Give your opinion on headlines your customers are talking about.
- Expert Education: Quick wins, "How-to" guides, or industry myths debunked.
- Client Wins/Social Proof: Testimonials, case studies, or "before and afters."
- Personal Connection: Your hobbies, values, or local community involvement.
- Direct Offer: Clear, unapologetic promotion of your core services



Pro-Tip: Assign one pillar to each posting day and create a schedule.

# The Anatomy of a Post: Hook-Value-CTA

Every single post—whether a Reel, a LinkedIn update, or a caption—should follow this three-part flow to ensure it actually performs.

**The Hook** (0–3 Seconds): Grab attention immediately.

Example: "The one mistake costing you 5 hours a week..."

**The Value** (The Meat): Deliver on the promise of the hook. Be concise.

Example: "Instead of doing X, try using Y. It automates the process by..."

**The CTA** (Call to Action): Tell them exactly what to do next.

Example: "Save this for your next planning session" or "DM me 'PLAN' to learn more."



**Pro-Tip:** Consider what you're trying to say about your brand with every post. What's the underlying value you're trying to convey?

# Boosting Your Local Profile (SEO & Discoverability)

For founders in specific regions, being "locally famous" is often more profitable than being "globally known."

- **Geotag Everything:** Always tag your specific suburb or city (e.g., Brunswick, Melbourne) in your posts and stories.
- **Local Hashtags:** Use a mix of broad and hyper-local tags.
  - Broad: #SmallBusinessAustralia #FounderLife
  - Local: #MelbourneCreatives #SupportLocalVIC #[YourSuburb]Business
- **Community Engagement:** Spend 10 minutes a day liking and commenting on posts tagged in your local area.

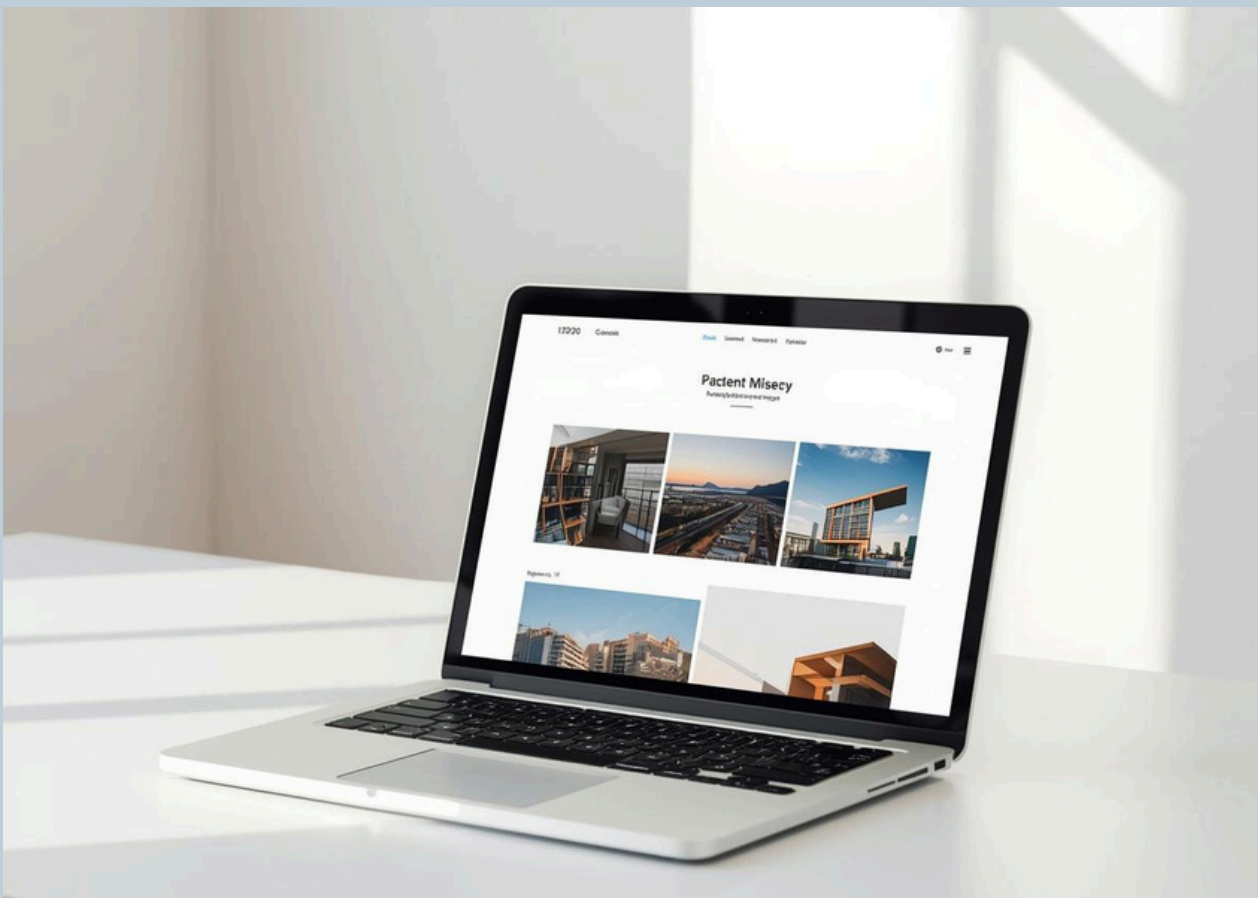


# Optimising Your Instagram Shopfront

## High-Value Highlights

Think of your Instagram Highlights as the "Navigation Menu" of your website. Don't just save random stories; curate them into categories:

- **Start Here:** A 30-second intro to who you are and what you do.
- **Services:** Clear breakdown of what people can buy from you.
- **Results:** A folder of screenshots showing happy clients.
- **FAQs:** Answers to the top 5 questions you get asked.



# The "Link Tree" Strategy

Instagram only gives you one link in your bio—make it count. Using a "link-in-bio" tool (like Linktree, Carrd, or a custom page on your own website) allows you to:

- Direct people to your latest blog post.
- Provide a direct link to book a discovery call.
- Link to your downloadable resources (like this guide!).

Rule of Thumb: Keep it to 3–5 links maximum. Too many choices lead to no choice at all.



# Quick Set-Up Checklist

Tool	Goal	Time to Setup
Workspace	Professional email (@yourcompany.com)	15 mins
Business Profile	Show up on Google Maps	10 mins
Search Console	Get found on Search	5 mins
Gemini	Automate drafting & admin	Instant

# Join our community

## MIC Business Club

Completely free, MIC Business Club provides support, connections, practical advice and training for entrepreneurs, founders and sole traders. [Sign up online today.](#)

## Who We Are

Melbourne Innovation Centre helps businesses and the entrepreneurs behind them build a smarter, stronger future. From workshops and events to online learning, coaching and mentoring, we deliver tailored programs and practical support that empowers people to start, grow, adapt and thrive. We combine real-world expertise with a community-driven approach that meets people where they are, connects them with knowledge and networks, and supports them to turn great ideas into greater impact.



**44,800+**

Hours of 1:1 support delivered

**570+**

Events hosted

**17,073+**

Businesses supported

**254+**

First Nations owned  
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