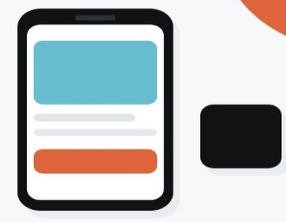
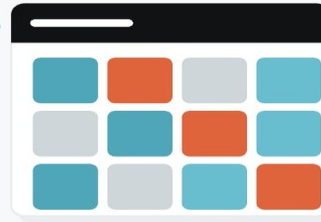


The 4-Post Weekly Content Grid

A repeatable posting rhythm for teams who want to be consistent without turning social media into somebody's second job.



Why this exists

Most content stops for the same reason: every week starts with the question “what should we post?” That question is expensive. It costs an hour of deciding before a minute of writing, and on a busy week it is the easiest thing in the business to skip. A grid removes the question. You are never choosing what to post, only what to say inside a slot that was decided months ago.

WHAT IT IS

Four post types, on four fixed days, repeated every week. The types never change. The topics do.

HOW WE USE IT AT BAP

It is the backbone of most client calendars. We plan a month of topics, then drop each one into the four slots — the structure means nothing gets forgotten.

WHY FOUR

Enough to stay visible, few enough to sustain through a bad month. Teams that commit to daily posting almost always stop by week six.

What this grid gives you

1

A decision you make once

The hard thinking happens now, not every Monday morning. After that it is execution.

2

Coverage, not repetition

The four types deliberately do different jobs, so you are not posting four versions of the same thing.

3

Something to hand over

A rhythm on paper can be delegated. “Post more” cannot.

Why these four, in this order

The four types are not arbitrary categories. Together they cover the full distance from a stranger's problem to a reason to trust you.

PROBLEM AND PROOF DO THE CONVINCING

One names what is wrong, the other shows it being fixed for somebody real. On their own each is half an argument.

PROCESS REMOVES THE MYSTERY

Most hesitation is not about whether you are good. It is not knowing what working with you actually involves.

PERSONAL EARNS THE FOLLOW

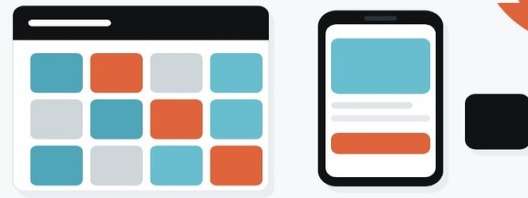
People buy from businesses they feel they know. This is the post that makes the other three land.

ON THE NEXT PAGES

Page 2 explains each of the four post types, with the starter prompt for each and what a weak version looks like. Page 3 is a four-week grid to fill in. Page 4 covers captions, the soft invitation at the end, and how to tell which posts are actually working.

The four post types, and what each one is for

Each type has a job. The starter prompt is there to get you moving — rewrite it in your own words every time.



01

Problem Post • Monday

"If you're tired of [problem], you're not alone. Here's one small shift you can make this week..."

WHAT THE POST IS DOING

Starts the week in the reader's world, not yours. Naming a real frustration is what makes the right person stop scrolling — and it tells the wrong person this is not for them, which is just as useful.

Weak version: a problem so broad it applies to everyone, so it lands on no one.

02

Proof Post • Wednesday

"We recently worked with [client type] who went from [before] to [after]. Here's what made the difference..."

WHAT THE POST IS DOING

Turns Monday's claim into evidence. This is where your testimonial toolkit pays off — a real client's before-and-after does work that no amount of your own copy can.

Weak version: a compliment with no before, no after and no specifics.

03

Process Post • Thursday or Friday

"Here's the simple three-step process we use: Step 1... Step 2... Step 3..."

WHAT THE POST IS DOING

Shows how the work actually happens. People hesitate far more over an unknown process than over a price, and three steps is enough to make it feel handled without sounding complicated.

Weak version: six steps, which reads as hard work rather than expertise.

04

Personal Post • Weekend

"Here's why we care about this work, and how we're trying to show up for our community..."

WHAT THE POST IS DOING

Gives people a reason to follow you rather than just read you once. Team, values, behind the scenes, why you started. It is usually the post that performs best and the one most businesses skip.

Weak version: a stock quote graphic, which is personal to nobody.

KEEP THE DAYS FIXED

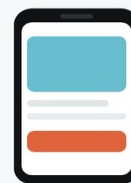
Moving a slot to a "better" day is how the grid quietly dissolves. If Wednesday is wrong for you, change it once and then leave it alone for a quarter.

ONE TOPIC CAN FILL A WEEK

Take a single thing your clients ask about and run it through all four types. That is four posts from one piece of thinking, and they reinforce each other.

Fill in your next four weeks

One line per box is enough — the topic, not the caption.
You are deciding what to talk about, not writing it yet.



	PROBLEM MONDAY	PROOF WEDNESDAY	PROCESS THU / FRI	PERSONAL WEEKEND
Week 1				
Week 2				
Week 3				
Week 4				

FILL THE PROOF COLUMN FIRST

It is the only column that depends on something you cannot invent on the day. If you have three client stories, you have three weeks — plan the rest around them.

LEAVE ONE BOX EMPTY ON PURPOSE

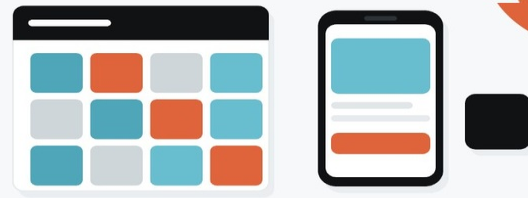
Something timely will come up. A grid with no slack gets abandoned the first week reality intervenes.

WORKING FROM ONE TOPIC INSTEAD OF SIXTEEN

If sixteen boxes feels like a lot, it is because you are reading it as sixteen decisions. It is four. Pick one thing your clients keep asking about, put it across a whole row — the frustration on Monday, a client who had it on Wednesday, how you fix it on Thursday, why you care about it at the weekend — and you have a week. Four topics fills the page.

Captions, invitations, and knowing what worked

The grid decides what you post. These are the few habits that decide whether any of it turns into a conversation.



BEFORE A POST GOES OUT

- ☐ Open with the reader's situation, not your company name.
- ☐ One idea per post. If it needs a second, that is next week's.
- ☐ Write it the way you would say it out loud — then cut the first sentence, which is almost always throat-clearing.
- ☐ End with a soft invitation: "if you'd like help with this, send us a message or book a quick call."
- ☐ Check it still makes sense to someone who has never seen any of your other posts.

How to tell what is actually working

Not likes. Likes tell you a post was agreeable. These three tell you it was useful.

SAVES AND SHARES

Somebody thought it was worth keeping or worth passing on. This is the closest thing social gives you to a vote of real value.

REPLIES AND MESSAGES

A conversation started. One good message beats two hundred passive impressions, and it usually tells you what to write next.

WHAT PEOPLE REPEAT BACK

When a prospect on a call uses your phrasing, a post did its job weeks earlier. This is the signal almost nobody tracks.

When a week goes wrong

It will. The grid is only useful if it survives the week you miss, so decide now what happens then.

SKIP, DO NOT CATCH UP

Posting three things on Friday to make up for a quiet week helps nobody and reads as panic. Drop the slot and pick the rhythm back up on Monday.

PROTECT THE PERSONAL POST

It is the first one people cut and the one that does the most for how the account feels. If only one post goes out this week, make it that one.

NEVER RESTART FROM SCRATCH

Two good weeks, a gap, then two more still compounds. Starting over with a new plan every time a month slips is what actually kills accounts.

YOUR NEXT MOVE

Fill in week one on page 3 and post it. Then keep the grid running and refine what you say based on which posts create the clearest conversations — not the biggest numbers. After a month you will have four weeks of evidence about what your audience actually responds to, which is worth more than any best-practice advice including ours. If you would rather hand the planning, creating and scheduling to someone else, that is the work we do. www.bap.digital