

SOCIAL MEDIA

MADE SIMPLE



by Just Carina Creative Studio



LET'S MAKE SOCIAL MEDIA SIMPLE

You don't need more time... you need a simple plan.

Between kids, home, and your handmade business, social media can feel overwhelming. This guide was created to help you show up consistently—without stress or overthinking.

Inside, you'll find a simple system you can use every week to know exactly what to post.

You'll learn how to:

- Plan your content in minutes
- Know what to post each day
- Stay consistent without burnout



Contents

01

THE CONTENT PLAN

Your 5-Day content System

02

HOW TO USE THIS PLAN

Your 15-Minute Content Routine

03

MISTAKES TO AVOID

3 Mistakes That Keep You Stuck

04

CHECKLIST

Your Weekly Content Checklist



01

THE CONTENT PLAN

* Stop guessing what to post *

This Done-for-You Content Plan gives you a simple 5-day system you can repeat every week—so you can stay consistent, grow your audience, and actually enjoy showing up online.

No more overwhelm. No more overthinking.

Just clear, simple content that works.

Show up with confidence, connect with your audience, and finally feel in control of your content—without adding more to your already full plate.

Stay consistent, grow your audience, and turn your posts into real sales!!

5-DAY CONTENT SYSTEM

MONDAY

Product Post - Show what you sell

TUESDAY

Behind the scenes - Show your process

WEDNESDAY

Value Post - Teach something simple

THURSDAY

Personal Post - Connect with your audience

FRIDAY

Sales Post - Invite them to shop

SATURDAY

Real Life Moment - Coffee + Yarn setup

SUNDAY

Product Feature - in a cozy, not staged setting

SOCIAL MEDIA

Content Planner Ideas

<div>1</div> <div>Introduction Video</div>	<div>2</div> <div>"Did you know?" facts</div>	<div>3</div> <div>Tutorial Video</div>	<div>4</div> <div>A day in the life</div>	<div>5</div> <div>Meet the team</div>
<div>6</div> <div>Workspace or studio tour</div>	<div>7</div> <div>Polls & quizzes</div>	<div>8</div> <div>"This or That" choices</div>	<div>9</div> <div>Q&A sessions</div>	<div>10</div> <div>Product-making process</div>
<div>11</div> <div>Introduction Video</div>	<div>12</div> <div>Introduction Video</div>	<div>13</div> <div>Introduction Video</div>	<div>14</div> <div>Live stream</div>	<div>15</div> <div>Introduction Video</div>
<div>16</div> <div>Before & after</div>	<div>17</div> <div>Customer testimonials</div>	<div>18</div> <div>Inspirational quotes</div>	<div>19</div> <div>Memes</div>	<div>20</div> <div>Trending challenges</div>
<div>21</div> <div>Fun facts</div>	<div>22</div> <div>Seasonal & holiday themes</div>	<div>23</div> <div>Feature highlights</div>	<div>24</div> <div>Bundles & promos</div>	<div>25</div> <div>Customer reviews</div>

HOW TO USE THIS PLAN

02

15-MINUTE CONTENT ROUTINE

Step 1: Pick 1–3 products

Step 2: Take 3–5 simple photos

Step 3: Match photos to each day

Step 4: Write simple captions

Step 5: Post or schedule

Reminder: Done is better than perfect.





03

MISTAKES TO AVOID

3 Mistakes That Keep You Stuck

Mistake #1: Waiting for perfect photos. Use natural light and keep it simple. Purchase a white cardboard trifold from the dollar tree.

Mistake #2: Only posting to sell. You need to make a personal connection with some posts about your real life and the process you go thru to make your product.

Mistake #3: Overthinking everything. Follow the system and keep it easy. You don't need more to do, just need to keep going!

Hint: Use AI generator to remove the background of your product. Ask AI to generate 5 scenes for your product, make sure to describe what type of background you want. Last, ask AI to add your product to each scene.

Checklist

YOUR WEEKLY CONTENT CHECKLIST

- ☐ Pick 1–3 products
- ☐ Take 3–5 photos
- ☐ Plan 5 posts
- ☐ Write captions
- ☐ Post consistently





PRO TIPS

Now your full week looks like:

- Mon–Fri → structured content (your system)
- Sat → relaxed + engagement
- Sun → connection + reset

This makes your brand feel human, not robotic.

You don't need new content for weekends.

Reuse:

- Extra photos
- Older products
- Behind-the-scenes moments

Less work, more consistency.

JUST CARINA CREATIVE STUDIO

Thank-you!



SOCIAL MEDIA MADE SIMPLE

Helping Handmade Sellers
Show Up with Ease

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