



Brand Afrika
CONSULTING

BRAND AFRIKA ACADEMY

Social Media Post Templates

Ready-to-adapt frameworks that keep your
feed consistent and your voice clear.

TEMPLATE



HOW TO USE THESE

Fill in the brackets with your own details. These frameworks remove the blank-page problem, so posting becomes a ten-minute task instead of an all-day one. Mix the types across your week.

1. The Educator

Teaches your audience something useful. Builds trust and authority.

Template

[Number] things most people get wrong about [your topic]:

1. [Point]
2. [Point]
3. [Point]

Save this for later, and follow for more.

Example

3 things most travellers get wrong when booking a safari: 1. Booking in peak season without asking about game density. 2. Skipping travel insurance. 3. Over-packing. Save this for later.

2. The Proof

Shows a real result or happy customer. Builds credibility.

Template

When [customer] came to us, they wanted [goal].

Here is what we did: [short summary].

The result: [outcome]. Proud of this one.

Example

When the Panthers came to us, they wanted a brand that matched their ambition. We built their identity and matchday content. The result: three times the following. Proud of this one.

3. The Behind-the-Scenes

Humanises the brand. Great for connection and engagement.

Template

A little look behind the scenes at [your business] today.

[What is happening / who is involved].

This is the part people rarely see.

Example

A little look behind the scenes at the studio today. Planning next month's shoot across three locations. This is the part people rarely see.



4. The Invitation

Makes a clear, friendly ask. Turns attention into enquiries.

Template

Looking for [what you offer]?

We help [who] with [outcome].

[Clear next step: DM us / click the link / call today].

Example

Looking for a bespoke safari across Zimbabwe and Botswana? We handle every detail so you can simply enjoy it. DM us 'SAFARI' to start planning.

5. The Story

Shares your 'why'. Deepens loyalty and sets you apart.

Template

We started [business] because [the real reason].

[The change you want to make].

Every day, that is what we work towards.

Example

We started Brand Afrika because brilliant African businesses were held back by a lack of access to great branding. Every day, that is what we work to change.

A rhythm that works

Aim for one Educator, one Proof or Behind-the-Scenes, and one Invitation each week. Consistency, not volume, is what grows an engaged audience.