

SOCIAL MEDIA & CONTENT, SIMPLIFIED

NEWRY CHAMBER OF BUSINESS

Show up.  
Stand out.  
Don't burn  
out.



Mairead McKibbin  
Crossbox Marketing

# The post-and-ghost trap

You post every day for a week. Then a busy month hits — and the account goes quiet.

Sound familiar? It's the most common way good businesses fall off social media.

## Burst

A week of daily posting on a wave of motivation.

## Burnout

It's exhausting, and the day job comes first.

## Ghost

Weeks of silence. Then the guilt sets in.

You don't need more time, a bigger budget, or a fancy camera. You need a *simple system* you can keep showing up with.



# Four simple shifts

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**01 Batch your content**

Make a month in one sitting.

**02 Repurpose one idea**

Turn one idea into many posts.

**03 Talk, don't broadcast**

Have conversations, not megaphones.

**04 Add a little humanity**

Let people see the people.

# 01 Batch your content

Pick one morning a month. Make a coffee, and jot down ideas that align with your

Content pillars. Get good at prompting ChatGPT, Claude etc as a soundboard.

Then get creating, whether that be filming or designing.

You stop scrambling for something daily — and the burnout disappears.

## TRY THIS ON MONDAY

Block two hours. Aim for eight posts. Schedule them. INCLUDE A CTA

# 02 Repurpose one idea

One good idea is rarely one post. A single story can become a reel, a carousel, an email and a conversation. Stretch the ideas you already have.

**Next Step**

Take your best post this month. Reshape it into three other formats.

# 03 Talk, don't broadcast

Social media is a conversation, not a megaphone. Reply, ask questions, and show up in the comments. People remember a business that actually talks back.

## **Next Step**

Spend ten minutes replying to others before you post anything.

Track 3 metrics: reach, saves/shares, and qualified enquiries/DMs

# 04 Add a little humanity

People follow people. Show the faces, the bloopers and the behind-the-scenes.

A sprinkle of humanity could be all your content needs.

The best brands don't just post. They bring YOU in. They make their audience feel like they are behind the curtain. Example: Ryder Cup 2025 - iPhone/unpolished clips meant that fans felt like they never missed a minute.

## Next Step

Post one unpolished, real moment from your week.

# Your phone is *enough*.

That campaign ran on real moments, a phone camera and a clear story — not a big production budget. Great content is about genuine, not glossy.

Tips for video content.



Repurpose for all platforms (not just TikTok)

# My CapCut workflow tutorial

1. Import Clips (4 sec rule)
2. Cut the fluff
3. Voice over if needed.
4. Add auto captions
5. Add B-Roll or images
6. Add CTA
7. Export & Post



# How I integrate *AI* into my workflow using Adobe Express



AND IF YOU TAKE ONE THING

Done beats *perfect*.

Start before you're ready. Keep it simple.

Keep it human. And keep showing up.

Female Ambassador Summit London 2020

Maiéad  
@crossboxmarketing  
xx

@bystudiogem  
xc

Thank you.



@artisticsideoflife



@crossboxmarketing



REAL EXAMPLE

# A small roaster with a big idea

Groupwork Coffee Roasters — Newcastle, County Down.  
A small local business, the same size as many in this room.  
Collaborating with Adobe Express and getting their product into the hands of 100 of the top UK creators



Instagram profile for **groupworkcoffeeroasters**. The profile features a circular logo with a stylized coffee cup and the text "Groupwork ©". It shows 159 posts, 6,071 followers, and 505 following. The bio reads "Coffee. Community. Collaboration." with a coffee cup icon. A website link "groupworkcoffee.com" and an "Email" button are also visible.



Everyday business  
Designed with  
**Adobe Express**

# One Idea - Many moments

