

166 - The 3 Types of Content You Need to Pin on Social Media

Laura Davis: [00:00:00] On today's show, we are sharing the types of content you should have pinned on all your social media platforms.

Laura Moore: Welcome back to JFDI with The Two Lauras. This is our weekly show where we talk about all sorts of things related to being a freelance social media manager from content tips to business ideas, inspiration, sometimes the occasional rant and rabbit hole.

No doubt we'll fall down one of them today and on the show today, as Laura just said, we're gonna talk about the types of content that you should be pinning on your social media channels, and a lot of what we're gonna talk about, you can probably transfer over to your clients as well. So before we get into the show, I would love if you would possibly please leave us a review wherever it is you are listening, if you enjoy the show.

Hope that wasn't too beg-y. Um, but yeah, we love hearing from you. And, uh, yeah, leave us a five star obviously and let us know what you think of the show. If you're watching on YouTube, hello, please leave us some comments below and we'll come back and chat and, uh, yeah, right, let's go.

Laura Davis: Yeah, if you leave us a review, it might [00:01:00] be one of the ones that we pin to the top of our profile.

Laura Moore: Nice segue.

Laura Davis: See what I did there. Nice segue.

Laura Moore: Very good.

Laura Davis: Um, right, so let's start off. So it is worth saying, we are talking about all different platforms today. I think when you talk about pinned posts, people immediately think of Instagram.

Laura Moore: Yeah, that's true.

Laura Davis: But maybe that's just us. So if you don't, then good for you. Uh, but we wanted to kind of cover off all the different platforms and obviously they have different ways in which –

Laura Moore: Yeah.

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Laura Davis: Or different amounts.

Laura Moore: Yeah. Because you can literally pin something on every single platform now.

Laura Davis: Yeah. So. Where should we start?

Laura Moore: Okay, so there's three different types of content that we're gonna talk about, and depending on what platform you are on will depend on how many of these types you pin. But before we get into it, I just want to kind of explain that you could have one of all three of these types if you are, for example, on Instagram.

Or you could have three of the same type. Okay. Hopefully that's not too confusing, but it'll make more sense as we go. I think it'll make more sense. Yeah. So the [00:02:00] first one I think is the most obvious one that people would tend to pin is some sort of promotional content. So whether it is because you are selling something, maybe you are in a launch or you are trying to promote, I dunno, maybe like an online masterclass or a workshop or something.

Or maybe it's that you want to grow your email list, you wanna pin a lead magnet. So whatever it is, it's something that, that is promotional. So somebody can land on your profile and they can immediately buy from you or sign up to something with you. And I think that's really valuable because quite often, I dunno about you, Laura, but if I'm scrolling through social and I find some, someone and I, I kind of binge their content or I watch their stories, I'm like, oh, this person looks really interesting.

Sometimes I wanna take immediate action and I don't always wanna spend thousands of pounds. Don't get me wrong if they're like new to me, but sometimes I wanna just go and see what, what have they got that I can have. Yeah, whether it's for free or like a tenner or whatever, just so I can have a bit more of a taste.

Because you can only get so much, can't you, from free content.

Laura Davis: Yeah, and I, [00:03:00] well, I was looking at an account yesterday and I was kind of consuming a bit of their content and I went down a bit of a, a rabbit hole of watching some of their reels and they kept referring to a product that they were selling.

And I was like, okay, great. I want to just know, I didn't need the kind of chattiness, I just wanted a post where they just said, this is what this tool is and this is how you use it. And I

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couldn't find it. And I was like, I didn't scroll for very long, but I was like, I wish this was pinned at the top of their account so I could just, like a proper full on promotional, salesy.

This is the tool. This is what it does, this is what it looks like. This is what you get. This is the offer if there is one. And there wasn't. There wasn't that thing, which was –

Laura Moore: What a missed opportunity.

Laura Davis: Yeah. So for, and that might not be relevant to all accounts. It might just be, yeah. They had another reason to not pin it.

I couldn't, I can't think of, they actually didn't have any pinned posts, but, so it is a missed opportunity [00:04:00] and so I just would recommend for you or your clients, like if you are running a particular promotional campaign, make sure you've got something pinned at the top that kind of summarises every, everything, the facts.

You know, you don't need the kind of marketing segues. You just need that. This is the tool and, and, and, you know, package that up, however you will, because it can be for some people or they've heard about it from somewhere. And yes, you could argue, or they could just click on the link in their bio. We all know people want a lot more information before they do that big, brave thing.

Laura Moore: Yeah and often I find that a lot of people haven't even put the link in the bio, or they're just sending me over to their website. I'm like, well, now where have I gotta find this bloody thing?

Laura Davis: Yeah, yeah.

Laura Moore: But if it's pinned and I can just leave a keyword and get a ManyChat link. Perfect. That's a win for me. For sure. And I think also a lot of people don't like to pin like salesy content because if somebody lands on your profile and you click and you open that salesy content and it's got no engagement, they think it makes you look shit.

But [00:05:00] that content was never designed to get engagement. It was designed to get signups for a lead magnet or designed to get sales people on the website, whatever. So it's not gonna get engagement. So it doesn't matter if the post, like from a visual perspective hasn't performed in terms of those vanity metrics. The point is the person who needs that

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information, like you did yesterday, will be able to find it really, really easily. That doesn't matter if it doesn't have tons of likes or comments or what have you.

Now, obviously if you are using a ManyChat DM, ideally it will have some comments on it, but yeah, like don't overthink it and think, oh, I can only post my best content. 'cause that's not the way. And we, like, I see lots of people do this, especially if they've got lots of reels. They'll pin the ones that have like got thousands and thousands of views.

Laura Davis: Yeah, I've seen that.

Laura Moore: Even though they're not relevant to anything.

Laura Davis: Like strategically, that is not useful.

Laura Moore: Yeah, it's just weird. Yeah.

Laura Davis: Yeah. It is weird and I think to a degree, I think people think, oh, hang on, if I put my three best performing views of reels or TikToks or what have you at [00:06:00] the top of my feed, then people are gonna think, oh my God, I'm, this, this social media marketer is amazing.

But then it doesn't take, it takes, you don't even have to scroll. You know, you can then see the next row. So you go from 5,000 views to 32. If anything it, it creates that kind of jarring, doesn't it? It's like, oh yeah, great. They've had three good reels actually, that should not, it just, it's just not, it's just a bit bleugh.

Laura Moore: Yeah. Ignore the vanity metrics.

Laura Davis: So definitely don't, – yeah. Be much more strategic about this and think about how you can use it to your advantage. And I think going down a more of a promotional route with your pinned post. It Like, I know what you're saying in that a lot of promotional posts don't have high engagement, but that's not, it's not always, you know.

Laura Moore: No, no, true.

Laura Davis: You can, you can create good promotional content that also gets good engagement and that comes down to how well you know your audience. But so don't. [00:07:00] Don't think, oh, well I'm just gonna go then and chuck a pinned post out there because it's fully promotional. Just, you know, the warts and all, you know, obviously you

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are, if you want to get engagement, then that's, you know, have that in mind when you're creating that piece of content. That's just a bonus if it does get good engagement.

Laura Moore: Yeah, for sure. Love that. And obviously like this will all come back down to your business goals. Like what is it you actually wanna achieve? Because if you, if, if your goal isn't currently to get sales and sell something or to get people on your lead, your lead magnet strategically, maybe that's not the best thing to pin.

Yeah. Like we change our pinned posts quite often, don't we? Yeah. We are not so good at remembering to change them on all the platforms, but on Instagram, that's where we put a bit of thought into it because you know, people land on our profile, we run ads and stuff, so people come to our profile. I can't remember, actually, remember, this is a very honest confession.

Can't remember the last time I did it on LinkedIn. But that's 'cause I don't use LinkedIn as a strategic platform. If I was putting a lot of effort into LinkedIn, then I would do.

Laura Davis: Well [00:08:00] and, and I think there's something to be. It's probably a good opportunity just to say if there are platforms that you are on and you are not actively using them, but you are there and your, your brand is on there, then there is, give, give people a reason to.

To come and find you elsewhere. Yeah. You know, so don't just have a pinned post that says, I'm not here. You can come and find me on Instagram. Like, give, give some value and just put if you want more of this, I, I'm not active on this account, so do come and, you know, give a bit of a tease as to, because people aren't gonna come and, you know, that's a good few clicks and we all know people don't like a good few clicks.

So if you are expecting to someone to leave one platform, come and find you on another platform, you've gotta give them a reason to. And that one pinned post on Twitter, X, whatever it's called, to get people to come and find you somewhere else needs to be a good one. So people go, yeah, you know what?

I like the sound of this person. I'm gonna go and follow them somewhere else. [00:09:00]

Laura Moore: Yeah. Love that. Excellent. Okeydoke.

Laura Davis: Okay, so we've done some promotional uh, pins. What else?

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Laura Moore: Um, so the second one that I would talk about would be some sort of positioning content. So content that makes you look good, that makes you look like, um, you know your stuff, that makes you look like people trust you, that you can do your job.

All of those sorts of things. So, for example, some sort of social proof. Maybe it's a case study and case studies by the way, can be really valuable. Don't have to be really boring. It might be a testimonial from somebody like Laura said earlier, could be a podcast review and whatever it is, it needs to be tied back to whatever that goal is that you're trying to achieve at that point from your social.

So if you are, for example, trying to get a new client, maybe you've got something that's really results based pinned. Maybe you've got something that's a really strong case study that's relevant to the type of clients that you want to attract and win. That's what you would pin. So you wanna always just think about what's the bigger [00:10:00] goal here and what have I already got?

Maybe that's an old post I can pin, or what can I create? That's a new post that I can pin that's relevant to this. But positioning content is designed to make you look good and people to get a good first impression if they're brand new to you, or kind of reaffirm that, that impression that they've already have if they're not new to you and they just come over to your profile.

Laura Davis: Yeah, I, and I think. Well, at the time of recording, I think our pinned posts on Instagram are a good example of this, so we'll try not to change them actually before this podcast goes out, because I think our, we've got three pin posts on Instagram and they're, I'd say positioning pieces of content. We've got something and the re-, and I'll talk through the reasons or some of the reasons why they are good for us.

So to caveat this with our motivation, I guess will be, there are lots of people kind of training social media managers now. We've got way more competition than we've ever had. So for us positioning ourselves, [00:11:00] making people realize that we are the people you need to be listening to, not anybody else, um, is important.

That's part of our strategy. And so we've got three pin posts. That one is our kind of, uh, line that we use a lot and have done through all the years, and that it's about social media not being an admin job. And the reason that that's good for us is 'cause people will see that piece of content and they do.

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That's been pinned there for a while now and we still get a lot of engagement on it now. Um, and people will see that and go, oh my God. Yes. Finally people are saying that people still share it now 'cause it's one of the first things they see when they come to our profile. So that's good for us and it makes them.

They'll think, yes, you know these girls get it. They know that – girls, who am I, bloody 22? These old women will get, will get it. They understand the industry, they understand what's going on. So that's great for us. We then have,

Laura Moore: But what? But what you just said as well on that one, sorry, [00:12:00] just to stick on this point, this post, is that it? Yes, it's great, it makes us look good and relatable and what have you, but it is very shareable. So it helps us to reach more people as well at the same time. It's not just for the people who land on our profile, it's for the people who they might share it to, which is always really helpful for us.

Laura Davis: Nice. Um, and then the one in the middle is a case study. Now that's positioning, but it's also a little bit promotional. So we've kind of tried to get two in that way. That's a case study of someone who's used the toolkit, I think it is, isn't it?

Laura Moore: Yeah, it is. Yeah.

Laura Davis: And it's the results that they get, um, got as a result of using the toolkit. Um, so that positions us, it shows people again, they think, okay, this is good. These girls are getting results. Here's a bit of social proof, I guess. So that's a great one for positioning. And then our third one along is that like our founder story, it gives people a bit more information about us as actual people.

You know, a lot of our audience are [00:13:00] similar to us in, in their lives to, to some extent, some more than others. So that's nice that we're, you know, people feel like they can relate to us and we can relate to our audience, but also. It helps people feel like they get to know us, they can trust us. We're not dodgy, we're not weird.

We are quite, we're being quite open. Well, weird, maybe.

Laura Moore: Maybe a little bit.

Laura Davis: Maybe some people. Um, but you know, we are being quite open and people can just get, feel like they get to know a little bit more about us, you know? So when we are

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looking a bit frazzled, like now on this podcast and they, um, they can go, it's okay that she's a mum of three.

We, we know why she's looking like that. You know, people start to kind of get to know you. And I think that's, you know, it's that whole know, like, and trust thing, isn't it? Um, yeah. So, and our founding story, I think we talk, talk about some, like the bit of the journey that we've been on to where we, we are now.

So they're strategic, they, [00:14:00] they were not cre-, created for the purposes purely of being pinned post. And I think that's the difference and we can maybe talk about that in a bit. But they were created strategically and chosen to be the pinned post very strategically.

Laura Moore: They are the chosen ones.

Laura Davis: The chosen ones, and they have been for a while, which is rare for us. We do.

Laura Moore: Yeah, it is.

Laura Davis: We do change them normally a lot more in line with whatever kind of campaign like promotional campaign we're working on. But um, we haven't. For now.

Laura Moore: Nice.

Laura Davis: So we'll try and keep them as that so you can see them when this podcast goes out. If you do come and have a look at our profile, obviously come and engage on them and then we'll know that you've listened to the podcast.

Um, so they're just examples of some positioning and as we've explained there was there's reasons why we have done that. Um, for you, you might be very heavily in kind of more of a sales based zone [00:15:00] and, and talking Instagram specifically where you do have that option of three. Like Laura said earlier, you can either do what we've done and have three positioning pieces of content, or you could.

Intersperse them and have different ones. Um, it's, it's just gotta be what's right for you. There is no right or wrong, um, just depending on where you are with your kind of strategy.

Laura Moore: Yeah. Excellent. Okay, so the third type then is a problem solving piece of content. And what we mean by this is that someone can land on your profile.

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They, their problem might be called out. So they might think, oh, hang on, I've got this problem. I need to read this or watch this video. And quite often it will solve a problem that sometimes it might create a new one. So what I mean by that right, is if you are promoting something, so let's say, let's say on Instagram for example, you are, you've got a promotional post and you wanna add a problem solving one, you might solve a problem that is like the problem that people need [00:16:00] to either know that they've got or have filled before they can buy the thing that you're selling.

So if you are selling, let's say you're selling an audit, right? That's what your pinned post is, is for an audit, people kind of need to know that they need an audit and it's not always something that people think, oh, I need an audit. But you can highlight the fact they need it by maybe teaching them how to go and understand their analytics, right?

Yeah. So you could have a piece of content that's like, here's how to understand your analytics. They then read it, go and do whatever you've told them to do. They look at the analytics and they're like, shit. My content is really not good. So then they're like, I need someone to help me. And they can see that you've got an audit.

So they're like, okay, well that's great. Now I take an audit and then I can understand what I need to change so I can get these results better. So, and, and, and I suppose that's similar in a way that you could have. That kind of thing could be a lead magnet. It doesn't have to just be a pinned post. You could do it in a similar way.

Um, but sometimes it solves a problem, but creates a new one that they need solving. And sometimes [00:17:00] it doesn't do that. Sometimes it, it's more designed to position you as somebody who's an expert. So a problem solving post. If you know your audience really well and you know something they're coming up against all the time and you are the one to solve it, they're always gonna be really, really grateful.

Um, so it could be some sort of, you know, how to do this or these kind, the common mistakes that I'm seeing, those kind of posts. Or it could be that you can show that you are really on the ball and like maybe there's a new feature or like a common issue that people are having on Instagram, LinkedIn, wherever it is.

Your problem solving post is helping them to overcome that or helping them to learn how to use that new feature and get results that way. So you are then showing that you are kind of, you know, on the ball, you know what's going on, and that's positioning you, but it's also solving a problem that they've got.

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Laura Davis: Yeah, I think problem solving and positioning can often very nicely overlap, you know? Because if you solve someone's problem. Automatically someone positions you higher in their [00:18:00] brain as someone that, oh my God, this person's really helped me.

Laura Moore: Yeah.

Laura Davis: And then they may come and follow you and they may then engage with all future content and hopefully, obviously then buy from you, um, in the future.

So. I think you, you can naturally position yourself well if you do good problem solving content and without doubt the key to that is really understanding what your audience needs. It's not what you as a social media manager think the problems are, it's knowing what your audience's problems are.

Laura Moore: Yeah, for sure.

Laura Davis: And that there's a often a big difference in that.

Laura Moore: And you can do this really well. You can actually probably do all three types of content in one post, because you can be solving a problem by sharing a case study, for example. So you're highlighting the problem, you're sharing a case study of how that problem was resolved, and then you are promoting whatever it is that you sell that that case study came from.

That, and then people are like, okay, well so I, I've got this problem. I've seen that this person's had this problem resolved 'cause I've [00:19:00] just read their case study now I wanna buy whatever it is that solved that.

Laura Davis: Yeah.

Laura Moore: So case studies can be so powerful as pinned posts and, and one of our pinned posts is a case study on Instagram and quite often it is actually, even when we change them, we quite often try and pin a a case study 'cause they're such valuable and interesting content if you do them well.

You know, you do have to do them well.

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Laura Davis: And I think social proof is so important, isn't it? In this day and age? This day and age, you know, there's a lot of people, yeah, there's a lot of people who make kind of grand statements on social media, and if you don't have, and I actually did a post about this today, but if you don't have those kind of receipts, then it kind of means nothing.

So if you can have your receipts and your kind of proof. Right at the top of your feed. So when people first come and check you out, that's what they see. Then that's. You know, you can't go wrong, can you? No. And I think, um, you should always be [00:20:00] having in the back of your mind about trying to gather that social proof, trying to create these case studies.

If you've got the toolkit, there's training in the toolkit about how to create these amazing case studies. And also, if you are a member of the Inner Hub, there is some training about using case studies to win more clients. So there's no excuses if you are listening to this and you are in our world, um, to not have this on your radar.

Laura Moore: Yeah, for sure. We'll put both of the links for the both of those in the show notes just in case you don't have the toolkit and you're not in the inner hub.

Laura Davis: Ah, imagine.

Laura Moore: And then you can join us, I know. Shocking. Um, okay, so let's, so just a quick recap of the three different types of content then. Um, we talked about promotional content, we've talked about positioning content, and we've talked about problem solving content.

And you can pin. One of these, you can pin all three of these depending on what platform you're on. You might wanna change them around, et cetera. But, and, and I do think like it's important to update them regularly depending on whatever your kind of, business objective is. [00:21:00] But I think it's really important to say that there are mistakes you can make with this.

Like Laura's just said, our pinned content wasn't created for the purpose of pinning it. And in fact, we never ever create content for the purpose of pinning it. Because most people who see that content won't see it as a pinned post. They'll see it in their feed, or they'll see it because somebody shared it.

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So the content needs to work. It needs to, you know, whatever the goal is, you know, get people on the website or get ManyChat responses or get comments or get likes, whatever it needs to work when people see it. When they first see it, even if they don't see it in the feed. Um, and annoyingly, you can't currently see any statistics about where somebody has, like, where most people have seen it, I don't think, um, on most platforms, but I would hazard a guess that the vast majority of the people who see those pin, those pinned posts, have not seen them by visiting your profile.

So creating them purely to pin. Just seems really backwards because you still want that post to work really, really well, which is why [00:22:00] Laura and I get so annoyed when people create these, like the, like the, especially on Instagram, the three posts where they're kind of split. And when you go on the feed, yes, they look great, they look lovely, but when, when they're coming through your newsfeed separately and you've got half of a dog's arse in one of them, I dunno why we always give the example of a dog's arse, but maybe it's always a dog's arse.

Laura Davis: Because there has been – yeah. This was more when people used to do like the whole grid of like –

Laura Moore: Puzzle grid.

Laura Davis: The whole puzzle grid. But there was always people who seemed to put pictures of dogs on and the, the arse would be on one and the front end would be on the other and on the grid it might look like a cute little puppy.

But when you see a that on your feed and there's half a dog's arse. It's like what? Anyway.

Laura Moore: But, but like when they do these split three post split ones and they've got the text that goes right across, you can only read it if you go to the profile of it's coming through your, oh, I know your feed.

And it says V on it and it doesn't say anything else in it. It's like, what was the point of that?

Laura Davis: Wasn't there once [00:23:00] where someone had talked about analytics or something and you could just see anal.

Laura Moore: Oh, it said anal.

Laura Davis: On one of them? Yeah, like.

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Laura Moore: Did that one have a dog's arse on it?

Laura Davis: Yeah. People's intentions are, I understand people's intentions and they think yeah, because they want it to look, have three great posts, I, they've got to look amazing, da dah, dah, dah, dah.

Like it's got to like showcase me and I understand all of that. But if they're not actually doing anything for you. Why bother? You might. So your intention may be that you want them to do things for you, but the reality isn't that so pinned. So create posts and think, God, if this does well, this would be a great one to pin and maybe have that on your radar but don't then pin it.

If it doesn't, you just need to create great content and then think, you know what, this has done really well and I think it positions me really well, or loads of people have bought that thing off the [00:24:00] back of it. I'm actually gonna pin this, you know, then that's the better way to do it. Um, but yeah, definitely don't get obsessed with the visuals.

Like ours don't, as a three, they don't work. That they're not linked in any way. But that doesn't matter.

Laura Moore: But we are not here to be graphic designers and create saying it looks amazing. We're here to be social media marketers. And get people to take action on whatever it is that we're trying to achieve.

Laura Davis: Exactly.

Laura Moore: And I think, I mean, they all need to kind of keep that in mind.

Laura Davis: Yeah.

Laura Moore: For sure. The other thing I wanna say as well is –

Laura Davis: Although –

Laura Moore: Sorry.

Laura Davis: Just on that, if you are a graphic designer and having to be listening, you still should be being strategic with your pinned posts.

Laura Moore: Yeah. That's, for sure.

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Laura Davis: Go on. What were you gonna say?

Laura Moore: Um, I was gonna say, the other thing that I see people do when they're pinning posts is that they, they create these three posts to pin and they put them all out at the same time, and it's like, why have you done that for?

Laura Davis: Oh yeah, yeah.

Laura Moore: Don't do that.

Laura Davis: No, don't do that.

Laura Moore: No.

Laura Davis: Don't do that.

Laura Moore: That's like such a waste, like at least break them [00:25:00] about by a few hours. But each post should have its own objective. Its own goal should work as a standalone piece of content. Therefore, they don't all need to go out at the same time. Even if you're like, oh God, I really need these three posts pinned because tomorrow I'm doing a launch.

Fine. Put some hours in between them so that people aren't seeing these three posts that mean nothing. One after the other in their feed. Yeah. 'cause that's just annoying. And you might think, yeah –

Laura Davis: They'll just tank anyway.

Laura Moore: – but that's not how the feed works. But if you've, if you are using the, is it called the following or the favorites? Feed on Instagram? Can't remember. Yeah. But if you're using that feed, that is literally how it will work. And that is literally how it'll look and it'll make you look absolute shit. So just, yeah.

Laura Davis: They'll just tank.

Laura Moore: Yeah. But they won't just tank from a, from a metrics perspective. Somebody seeing them will be like, why, why, why have they posted again? And it's just annoying.

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Laura Davis: Well, that's when people used to, and they still do this. I do still see people do this. They post in threes anyway. Have you seen how people were –

Laura Moore: What is this, 1998?

Laura Davis: No, no. Well, I know, and I think –

Laura Moore: did we even have [00:26:00] Instagram in 1998? No, but that's not the point.

Laura Davis: People are very much precious about the visual and this is probably a whole different bloody podcast.

Laura Moore: Yeah. Which we've probably already done, to be fair.

Laura Davis: And I'll probably offend people, so let's not, let's not record that one. But, um, you know, I think we get so obsessed with how our grid looks and then forget that actually. People see the feed, not, not, not their profile. So, yeah, you know it. Yeah.

Laura Moore: Yeah. I think the other thing to think about as well is when you are pinning these posts, what format should they be in when you're pinning them?

So for example, like I, I don't know why, but I seem to follow a lot of jewellery companies on Instagram and I, if I'm looking for jewellery, the last thing I wanna do is sit in a reel. Because you can't see it. See, it's just annoying.

Laura Davis: Can't see it. Yeah.

Laura Moore: I wanna see a photo of it, like in a carousel. So if you're trying to sell, for example, jewellery and you're pinning a post, don't pin a video. Pin something [00:27:00] that people can actually look at and see the quality of the jewellery, et cetera.

Laura Davis: Or pin it, but have, have a static image also pinned.

Laura Moore: Yeah, just think about how are people gonna consume this? And is this the right format for it.

Laura Davis: Because you wanna be able to like zoom in, don't you? Especially jewellery. Yeah. Yeah, that's a very good point.

Laura Moore: Maybe that's just my little rant personally, but yeah. There we go.

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Laura Davis: Yeah. Okay. I don't think there's anything else we need to cover.

Laura Moore: No, I think we pretty much covered it. So promotional content, positioning content, and problem solving content. If you've been in our world for a while, you may recognise this as the three P content framework.

This is the type of content that you should be putting out all the time anyway. Um, it just so happens that they make great pinned posts. Um, so yeah. There we go. We would love to know as well, what, what have you got pinned? So like maybe take a screenshot and shove it in our DMs.

We wanna come and have a look. And be really nosy.

Laura Davis: Yeah. I do like it when people come and chit chat. Yeah.

Laura Moore: Did you say [00:28:00] you don't like it?

Laura Davis: No, I do like it.

Laura Moore: Oh, okay. Fine.

Laura Davis: Yes. No, no I don't like it. Don't come and send a screenshot, or just address it to Laura Moore. No, I do. No. I like it when people come and say, oh, I've just listened to this podcast. This is da da da da da. I like it.

Laura Moore: Excellent. Okay. There we go.

Laura Davis: Love the chat in the DMs.

Laura Moore: Make Laura Davis' day by sending us a message. We are @thetwolauras on every channel. Um, yeah.

Laura Davis: Oh yeah. Just careful which platforms you choose.

Laura Moore: Yeah. Don't DM her on on LinkedIn because we won't read it.

Laura Davis: No, don't. Or Facebook. 'cause we've just got autoresponder on there.

Laura Moore: True. This is true. So basically just DM us on Instagram.

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Laura Davis: Instagram or LinkedIn.

Laura Moore: I just said no to LinkedIn.

Laura Davis: Oh no, not our Two Lauras LinkedIn.

Laura Moore: Oh, okay.

Laura Davis: Mine – fine. The Two Lauras we check about once a year. We probably should have a pinned post on there.

Laura Moore: We probably should, to be fair. Let's do that after this podcast.

Laura Davis: Let's go do that.

Laura Moore: Excellent. Okay, we'll be back, same time, same place next week. Hope you enjoyed the [00:29:00] podcast. Come and let us know, and yeah, we'll see you next week. What, what language am I saying bye in? I'm gonna go Auf Wiedersehen.

Laura Davis: I'm gonna go British because it's raining.

Laura Moore: Oh, okay.

Laura Davis: Bye.

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