

**Content Pillars Brainstorm**

Content pillars are the core themes that shape a pub’s content strategy. These are the main topics a pub focuses on to create engaging social media posts. Each pillar reflects the pub’s atmosphere, specialties, and what resonates most with its customers, ensuring content stays relevant and aligned with what the pub stands for.

**Example:**

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| Pillar 1:Events | Pillar 2:Pub Products & Services | Pillar 3:People | Pillar 4:General |
| Promotions: offers, exclusives, competitions | What’s new and unique e.g. menu, new area | Employee spotlight, founder story | History of building |
| Live music, sports | Quality/ expertise e.g. supplier shoutout | Customer spotlight, testimonials and UGC | Logistics: Opening hours, customer service, FAQs |
| Awareness days or holidays | The need: what is the problem you solve? E.g. dog-friendly | Influencer and ambassador UGC | What to do in local area |

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| Pillar 1: | Pillar 2: | Pillar 3: | Pillar 4: |
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