

THE PLAYBOOK MEMBERSHIP

SOCIAL MEDIA | MODULE FOURTEEN

Building a Community

YOUR FOLLOWERS AREN'T YOUR COMMUNITY

CREATE THE FACETIME FEELING

BUILD YOUR RECOGNISABLE WORLD

MAKE THEM PART OF IT

FOLLOWERS AREN'T A COMMUNITY

The difference between reach, audience and community.



BUILDING A COMMUNITY ON SOCIAL MEDIA

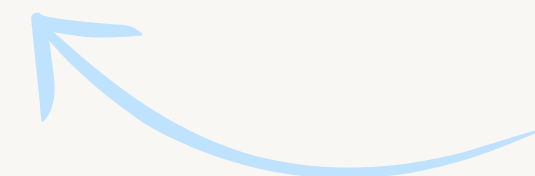
Community is built when your audience feels connected to you, recognised by you and part of something with you.



FOLLOWERS AREN'T A COMMUNITY

An audience consumes. A community participates.

- Respond to comments with genuine replies, not generic acknowledgements
- Continue conversations in DMs rather than treating them as an inbox to clear
- Recognise recurring followers and regular contributors
- Ask follow-up questions
- Engage with your audience outside of your own posts
- Remember conversations and reference them later
- Make people feel their interaction is noticed and valued

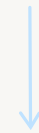


CHECKLIST

**ACKNOWLEDGE**

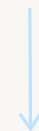
Respond to the interaction.

“Thank you, so glad you like it.”

**CONNECT**

Respond to the person.

“I completely agree, especially when...”

**CONTINUE**

Give the conversation somewhere to go.

“Would you want me to share more about this?”

CREATE THE FACETIME FEELING

Not every piece of content needs to feel perfect.



Before creating content, ask: “How would I tell my friend this?”

Think “Will people send this?”

- Things going wrong
- Humour
- Unfiltered thoughts
- Opinions
- Running jokes
- Current obsessions

Expertise gives people a reason to follow. Personality gives them more reasons to connect.



BUILD CONNECTION POINTS

People need something to connect to.

WHAT YOU KNOW

Your expertise, knowledge and experience. —————→ *Brand identity / strategy / creative direction*

WHAT YOU BELIEVE

Your opinions, values and perspective. —————→ *A business should support the life you want, not consume it*

WHO YOU ARE

Your personality, humour, habits and interests. —————→ *Dry humour / My cottage / Pilates*

WHAT YOU EXPERIENCE

The relatable realities behind your work and life. —————→ *Outgrowing services that once made sense*



Think less “I am filming content” and more “I picked up my phone to tell you something.”

Check your body language:

Move naturally / Sit more comfortably / Let yourself laugh / Look away

Delivery:

Leave the “ums” in / if you mess your word, keep going / Use bullet points to memorise what you cant to say

Scene:

Talking whilst doing makeup / Camera propped against something / Sitting on the sofa

BUILD YOUR RECOGNISABLE WORLD

This comes from developing a recognisable perspective on familiar topics.



what are the repeatable things in your content that make someone think “this is so her/him” before they even see your name?

POINT	EXAMPLE
Your Opinions	“A logo isn't a brand.” You regularly challenge misconceptions about branding.
Your Values	You believe creatives shouldn't be available 24/7, so boundaries become a recurring conversation.
Your Humour	A running joke about clients asking to “make the logo bigger.”
Your Experiences	Sharing the reality of running a creative business, including mistakes, wins and difficult days.
Your Rituals	Your Monday morning coffee + planning Story becomes something followers expect each week.
Your Phrases	Something you naturally say often that your audience eventually starts repeating back to you.
Your Recurring Stories	Your ongoing mission to redesign your own website for the 400th time.
Your Way of Explaining	Using fashion analogies to make branding concepts easier to understand.
Your Series	“Things I wouldn't do as a brand designer” every Friday.



TAKING TRENDS AND MAKING THEM YOUR OWN

Originality stands out, which builds a community and helps you become remembered.

EVERYONE'S DOING...	FIND THE OTHER ANGLE...
My perfect morning routine	Everything that went wrong this morning
5 things I do to stay productive	5 things I stopped doing to become more productive
Come with me on a client shoot	Everything you <i>didn't</i> see from this client shoot
How I gained 10k followers	What <i>didn't</i> help me gain 10k followers
My current skincare routine	The products I stopped using and why
How to create a luxury brand	Things that instantly make a brand feel <i>less</i> luxury
What I eat in a day	What I actually eat when I can't be bothered to cook
My 5am morning routine	Why I will never have a 5am morning routine
How I plan my content	The content I nearly didn't post
My business essentials	Things I thought I needed to run a business but didn't

MAKE THEM PART OF IT

Turning content from something people consume into something they feel involved in.

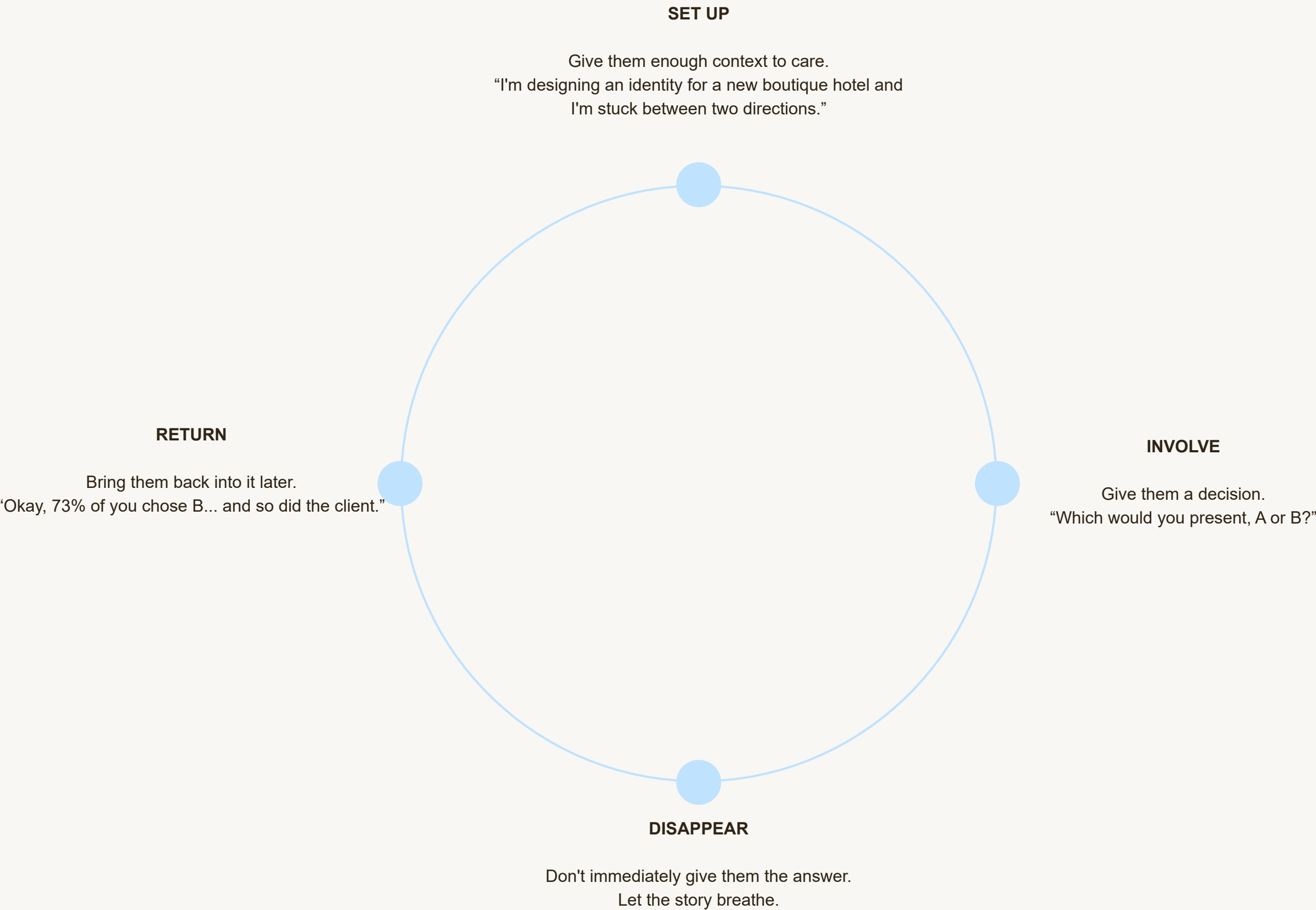
Instead of only asking your audience questions, give them small roles in your world.

“Do you like this logo?” = engagement

“You've seen me developing this brand all week. Which direction would you send to the client?” = involvement

LEVEL	EXAMPLE	WHAT IT CREATES
REACT	“Do you like this logo?”	A quick interaction
CHOOSE	“Which logo would you choose for the final identity?”	Investment in an outcome
ADVISE	“Client wants timeless but slightly playful. Which direction would you take?”	Makes them feel involved
INFLUENCE	“You chose concept B yesterday, so I'm developing it today.”	Shows their input mattered
RETURN	“Remember the identity you chose? Here's what the client picked...”	Gives them a reason to come back

THE OPEN LOOP FORMULA



*Now yesterday's Story
has become today's
reason to return.*

SOME IDEAS FOR COMMUNITY BUILDING

Specific to Brand Designers & Social Media Managers

BRAND DESIGNERS

IDEA	EXAMPLE
Put Them in the Creative Director Seat	“The brief is quiet luxury, heritage, but not old-fashioned. Which direction are you presenting, A or B?”
The One I Nearly Scrapped	Share a concept you almost deleted that ended up becoming part of the final identity.
You Chose It, Here’s What Happened	Bring back a logo/palette your audience voted on and reveal what the client actually chose.
Designer Confessions	“Things I do as a brand designer that would probably horrify other designers.”
Would You Keep It?	Show a design you're working on: “Something feels off. What are you removing first?”
The Unseen Version	Show the rejected concepts, ugly first drafts or 17 attempts behind the polished final result.
My Design Hill to Die On	One strong design opinion per week, then invite your audience into the debate.
Design With Me	Let followers choose one small element throughout a personal/mock project: typeface → colour → packaging → final reveal.
Client Said / Designer Heard	Humorous interpretations of classic client feedback.
If This Brand Were...	“If this brand were a hotel / outfit / cocktail / city, it would be...” Invite followers to add theirs.
Things Only Designers Understand	Hyper-specific relatable moments that make other creatives immediately think “ME.”
Spot the Problem	Show a design and ask followers what they'd change before revealing your answer later.

SOCIAL MEDIA MANAGERS

IDEA	EXAMPLE
Close Friends Energy	“I need to show you the post I nearly convinced my client not to publish...”
SMM Confessions	“Things I do as a social media manager that probably aren't in the job description.”
You’re the SMM	Give a real scenario: “Your client's Reel has 300 views after 24 hours. What are you doing next?”
The Post I Thought Would Flop	Share your expectation vs what actually happened and ask followers what they would have predicted.
My Social Media Hill to Die On	One recurring opinion: “Not every business needs to post every day.”
What Would You Post?	Give them a business, objective and audience, then let them pitch the content idea.
Things Only SMMs Understand	“POV: the client sends the content at 4:57pm on Friday.”
Steal My Thought Process	Show how you'd turn one boring business update into 3–5 interesting content angles.
The Content Autopsy	Take one of your own posts and break down why you think it worked, including what surprised you.
What I’d Do Differently	Revisit an old strategy/post and explain what present-day you would change.
Audience vs Client	“Your audience loves this content. Your client hates it. What are you doing?”
Unpopular SMM Opinions	Turn one genuine industry belief into a recurring weekly conversation rather than a one-off hot take.

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to practice:

01. FIND YOUR THING

Choose one opinion, experience, interest or topic you want to become known for.

02. MAKE IT REPEATABLE

Turn it into a series you could create at least 10 times.

03. ADD PARTICIPATION

How can your audience get involved? Vote, choose, submit, guess or give their opinion.

04. CREATE PART ONE

Film or plan the first post using the FaceTime feeling.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: HOW TO SPOT TRENDS