

# ■ Content Strategy Framework for T&T

*A Proven Content Calendar for Trinidad Businesses*

## Why Content Strategy Matters

Posting randomly doesn't work. A content strategy ensures you're posting the right message at the right time to the right people. This framework is designed specifically for Trinidad's market, culture, and consumer behavior.

## The 70-20-10 Rule

**70%**

### **Educational/Entertaining**

Content that helps or entertains your audience (tips, behind-the-scenes, local insights)

**20% Promotional**

Content about your products/services

**10% Engagement**

Questions, polls, and calls-to-action

## Content Types That Work in Trinidad

- **Monday Motivation:** Inspirational quotes or success stories from local entrepreneurs. Builds community.
- **Tuesday Tips:** Quick tips relevant to your industry. E.g., 'How to store fresh produce' for food vendors.
- **Wednesday Wins:** Customer testimonials, before/after photos, or success stories. Social proof is powerful.
- **Thursday Throwback:** Behind-the-scenes content showing your process. Builds trust and authenticity.
- **Friday Flash Sale:** Limited-time offers or weekend specials. Creates urgency and drives sales.
- **Saturday Showcase:** Your best products/services. High-quality photos, clear pricing, direct call-to-action.
- **Sunday Stories:** Use Instagram Stories for casual, authentic content. Show your personality.

## Best Times to Post in Trinidad

### Weekday Mornings

7-9am

People checking social media before work

### Lunch Time

12-1pm

Peak engagement, especially for food businesses

### Evening

6-8pm

After work, when people have time to browse

### Weekends

10am-2pm

Leisure browsing, shopping mindset active

## Hashtag Strategy for T&T

**Local Hashtags:** #TrinidadBusiness #TrinidadLocal #SupportLocal #TT #TriniVendor

**Industry-Specific:** #FoodVendor #SalonLife #LocalFashion #SmallBusiness

**Trending:** Follow what's trending in Trinidad and add relevant hashtags

## Writing Captions That Convert

**Hook:** Start with something that stops the scroll

**Story:** Tell a brief story or explain the benefit

**Call-to-Action:** Tell them exactly what to do (Comment, DM, Shop, Book)

### ■ Example Caption

"Just made fresh doubles this morning! ■ Nothing beats the taste of authentic Trinidadian food made with love. Our customers say it's the best in town. Want to try? DM us to order for delivery or pickup. Open until 8pm today! ■ #TrinidadFood #LocalVendor #SupportLocal"