CHALK FOX STUDIO

Content Cascade

Make One Thing Go Far

You don't need a new idea every day. Pick one anchor topic or event — a sale, a new product, a workshop, a seasonal moment — and stretch it across the weeks before, during, and after. One story, told many ways.

My anchor topic / event: _____ Date of event: _____

Put It On Their Radar — 2 Weeks Out

This is your teaser. You don't have to reveal everything — just enough to make people curious. Think of it as warming up your audience before the big announcement. A casual photo, a story poll, or a behind-the-scenes peek works perfectly here. Keep it light and fun.

	Format ideas *Jot down the idea of your post*	**Storyboard it** *[sketch/photo link idea]*
Format: *Feed post, Story poll, or a casual behind-the-scenes photo*		
Caption: *Keep it mysterious and inviting — hint at what's coming without giving it all away*		

Platform: Facebook | Instagram | YouTube | TikTok | Other? _____

The Anchor Post — 1 Week Out

This is your main event. Give your audience everything they need to know: what it is, when it's happening, where, why it matters, and exactly what to do next. This post should be your most polished and detailed — a strong photo or graphic, a full caption (3–5 sentences), and a clear call to action. If you have video, this is a great moment for a Reel.

	Format ideas *Jot down the idea of your post*	**Storyboard it** *[sketch/photo link idea]*
Format: *Feed post (your hero content) + Story + Reel if you have video footage*		
Caption: *Full details: what, when, where, why it matters, and what to do next (link in bio, DM us, etc.)*		

Platform: Facebook | Instagram | YouTube | TikTok | Other? _____email _____newsletter_____

This worksheet was created by Krystina Maizner of Chalk Fox Studio and accompanied the Content Cascade strategy presented during the Eastern Sierra BRC's Digital Presence for Your Small Business workshop series. Visit the BRC resources page for key takeaways from the workshop, and join the BRC newsletter to learn about more upcoming workshops and free resources.

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Add Detail — 4 Days Out

Give people a reason to pay attention again. Go deeper on one specific part of your announcement — what to expect, how it works, or a behind-the-scenes look at how you're getting ready. A carousel is great here because it lets you tell a story across multiple slides without requiring your audience to read a long caption.

	Format ideas *Jot down the idea of your post*	**Storyboard it** *[sketch/photo link idea]*
Format: *Carousel (tell it slide by slide), a behind-the-scenes Story, or a second feed post with a different photo*		
Caption: *Zoom in on one detail from your anchor post — a product feature, a schedule, a sneak peek*		

Platform: Facebook | Instagram | YouTube | TikTok | Other? _____

The Reminder — 2 Days Out

People are busy and they forget. A simple, casual nudge the day before goes a long way. This doesn't need to be elaborate — a quick Story with a countdown sticker or a short feed post is plenty. The goal is just to get back in front of people before the moment passes.

	Format ideas *Jot down the idea of your post*	**Storyboard it** *[sketch/photo link idea]*
Format: *Story with a countdown sticker, or a quick feed post with one strong image*		
Caption: *Short and casual — one or two sentences max. Create a little urgency without being pushy.*		

Platform: Facebook | Instagram | YouTube | TikTok | Other? _____

Show Up Live — Day Of

Document the moment as it's happening. Even one quick photo or a Story update makes your audience feel included, even if they couldn't be there. You don't need to be glued to your phone — just capture a moment or two throughout the day and share them as they happen.

	Format ideas *Jot down the idea of your post*	**Storyboard it** *[sketch/photo link idea]*
Format: *Story updates throughout the day, a short Reel from the moment, or a quick feed post*		This should go on the reel and should be photos of the event as it's happening!
Caption: *Real and in the moment — show what's happening right now. Keep it short.*		

Platform: Facebook | Instagram | YouTube | TikTok | Other? _____

Close the Loop — After

This is the most skipped step — and one of the most powerful. A thank-you post after the fact shows your audience that you value them, and it gives people who missed out a reason to pay attention next time. Share a highlight photo, say thank you, and let people know what's coming next.

	Format ideas *Jot down the idea of your post*	**Storyboard it** *[sketch/photo link idea]*
Format: *Recap feed post with a highlight photo, Story highlights, or a carousel of moments from the event*		
Caption: *Express genuine gratitude + share a highlight moment + tell them what's coming next*		

Platform: Facebook | Instagram | YouTube | TikTok | Other? _____