



BRIDGER

BRAND CONTENT PLAN

SOCIAL MEDIA STRATEGY

Content, community, and launch plan

PRESENTED BY BEVERLY

Goal, audience, and starting point

Faith, family, honor, and purpose guide how Bridger shows up.

30-DAY GOAL

Build qualified awareness and turn early interest into waitlist signups before launch.

PRIMARY AUDIENCE

Men drawn to faith, outdoor life, and heritage style.

Test women and gift buyers, then refine with account data.

STARTING POINT

Social pages have no published content. The waitlist is the first conversion goal.

THE BRAND RANGE

Field utility to premium heritage



FIELD

Carpenter

Duck canvas



PERFORMANCE

Blackwater

Perforated panels



PREMIUM HERITAGE

Timberline

Corduroy and waxed canvas

BEFORE PUBLISHING

The schedule starts only after the launch essentials are confirmed.

6

REQUIRED
INPUTS

Launch readiness checklist

One clear owner for every decision.

01

Account access

Confirm admin access to Instagram, Facebook, Meta Business Suite, and the waitlist link.

02

Launch timing

Confirm the launch date, product availability, priority caps, and any embargo.

03

Approved facts

Confirm product names, materials, scripture references, and claims before writing.

04

Asset library

Gather approved photography, video, logos, product samples, and missing footage.

05

Approval path

Name one final approver. Wednesday submissions need feedback by Thursday noon.

06

Tracking and responses

Test waitlist tracking. Set response hours, approved answers, and the support handoff.

CONTENT STRATEGY AND CHANNEL ROLES

Every post should move people from discovery toward the waitlist.

01

BRAND STORY

Earn attention

Introduce the people and purpose behind Bridger.

02

PRODUCT DETAIL

Build consideration

Show materials, fit, and the details shoppers want to see.

03

COMMUNITY

Create conversation

Invite stories and answer real questions from the audience.

CHANNEL ROLES

INSTAGRAM

Primary visual channel. Reels, carousels, and Stories.

FACEBOOK

Adapt core posts and test community response.

TIKTOK

Test selected videos only when footage and capacity support it.

POST 1: BRAND INTRODUCTION

A finished launch asset for Instagram and Facebook.



PRIMARY TEXT

Meet Bridger Hat Co. Rooted in faith, family, honor, and purpose. Join the launch waitlist at bridgerhatco.com.

WHY THIS GOES FIRST

New visitors learn what Bridger stands for before they see individual products.

READY TO PUBLISH

POST JOB

Earn attention

CTA

Join the waitlist

FORMAT

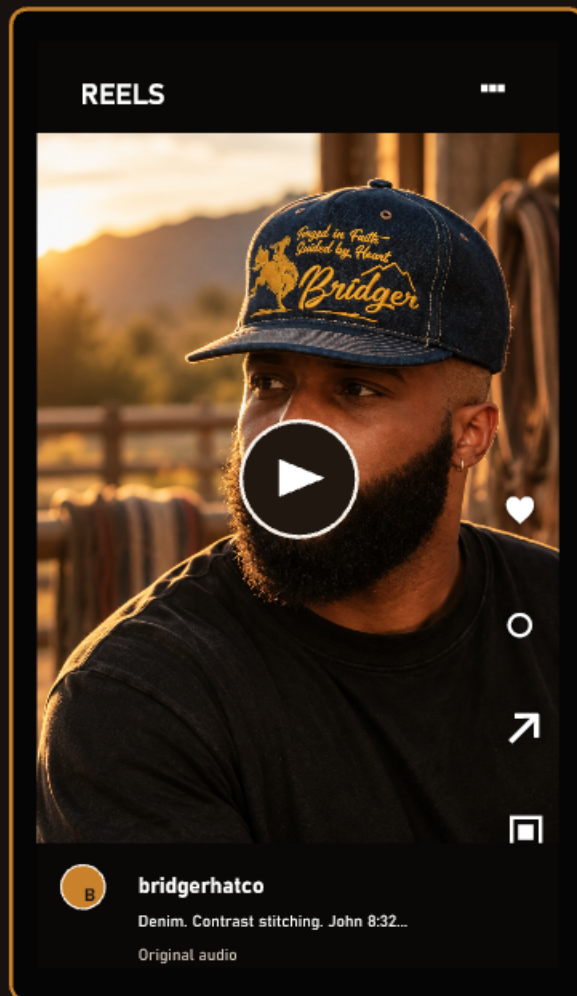
1080 × 1350 static

CHANNELS

Instagram and Facebook

POST 2: OUTRIDER REEL

The proposed post as viewers will see it on Instagram.



bridgerhatco

Original audio

[FOLLOW](#)

CAPTION

bridgerhatco

Denim. Contrast stitching. John 8:32 stitched inside. Meet Outrider and join the Bridger waitlist through the link in bio.

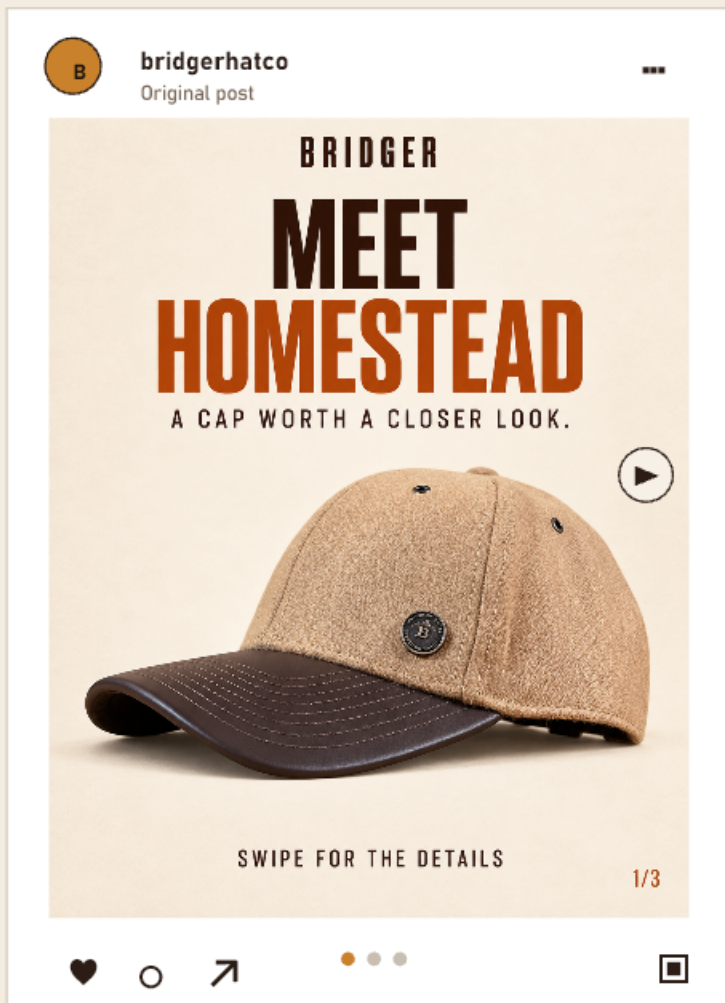
[View all comments](#)

[Add a comment...](#)

[JOIN THE WAITLIST THROUGH THE LINK IN BIO](#)

POST 3: HOMESTEAD CAROUSEL

One product story across three designed cards.



POST CAPTION

A closer look at Homestead. The cap pairs a camel felt wool crown with a leather visor. Ephesians 4:32 is carried inside. Join the Bridger waitlist through the link in bio.

MONTH 1 CONTENT RHYTHM

Three feed posts each week, with Stories on four days.

01 WEEK 1

Launch the story

Brand introduction
Outrider Reel
Homestead carousel

02 WEEK 2

Show the range

Collection overview
Fit or material FAQ
Audience question

03 WEEK 3

Bring in people

Team story
Everyday styling
Community prompt

04 WEEK 4

Use what we learn

Repeat the strongest theme
Answer a common question
Waitlist reminder

3 FEED POSTS
PER WEEK

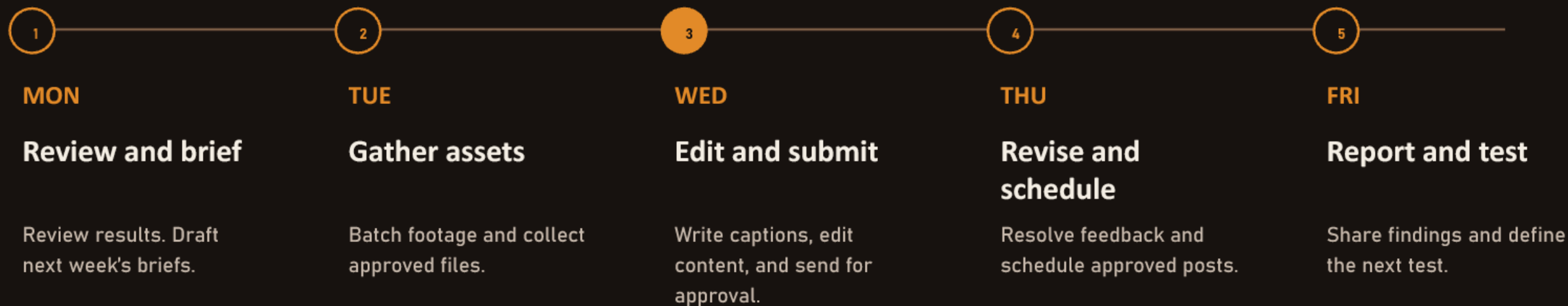
4 STORY DAYS
PER WEEK

CTA JOIN THE WAITLIST

When AHM confirms the products are available, switch the CTA from waitlist to shop.

WEEKLY CONTENT WORKFLOW

Next week's content moves forward while this week's posts go live.



BEVERLY OWNS

Content briefs, captions, the calendar, publishing, community follow-up, and weekly reporting.

AHM PROVIDES

Product samples or footage, approved facts, one final approver, launch timing, and website tracking support.

FIRST PUBLISHING WEEK

After profile checks and approval, the first week puts the three launch posts into market.

DAY	FEED POST	STORY	PURPOSE / CTA
MON	Brand introduction	Welcome and waitlist link	Follow and join waitlist
TUE	No feed post	Cap preference poll	Learn audience preferences
WED	Outrider Reel	Inside the cap	Visit bio and join waitlist
THU	No feed post	Question box	Collect FAQs
FRI	Homestead carousel	No new Story scheduled	Explore and join waitlist

Publish adapted versions on Instagram and Facebook. Respond throughout the week. New Stories appear on four days.

MEASUREMENT AND NEXT DECISIONS

A short weekly report connects each result to one clear action.

QUESTION	MEASURE	NEXT DECISION
01 Are people noticing?	Reach and video retention	Test a different opening when viewers leave early.
02 Do they want to know more?	Saves, shares, and tagged website visits	Repeat the themes that bring interested visitors.
03 Are visits becoming signups?	Confirmed signups and signup conversion	If visits rise but signups lag, check the page and promise.

FIRST 30 DAYS

What AHM receives

12

ORIGINAL FEED POSTS

With channel adaptations

4

STORY DAYS PER WEEK

Community coverage during agreed hours

4

WEEKLY REPORTS

Each report includes the next action

ALSO INCLUDED

A working content calendar and daily community coverage during agreed hours.

I will run the plan consistently and report what drives results. Every post will stay grounded in Bridger's story.