

MYTHLIGHT
SITES



SOCIAL MEDIA

PACKAGE

Come for tea. Find more.

YOUR OBJECTIVES

Your marketing needs to bring people in for tea, bakes, everyday necessities, unusual gifts, and the reclamation of wandering possessions.

Your central measure of success is obvious: more new and repeat custom from people within travelling distance. **It is NOT more engagement online.** A large far-off audience could be engaged without contributing much to the business.

AUDIENCE	What would make them respond?	Desired action
NEIGHBORHOOD REGULARS	Today's bakes, useful stock updates, familiar faces and local notices	Drop in more often; combine errands with tea
PEOPLE NEEDING EVERYDAY NECESSITIES	A clear reminder that paper, ink, hair pins, watch chains, and pen cases are available upstairs	Buy locally instead of making another journey
OWNERS AND FINDERS OF WANDERING POSESSIONS	Useful Keep notices and clear instructions	Return or reclaim an item
RUMMAGE-SALE SHOPPERS	Sale previews and the connection to the theatrical society	Spread the word about the annual sale
VISITORS AND GIFT SHOPPERS	The unusual shopfront, aesthetic tea services, and surprising objects	Visit for the first time and browse



YOUR APPROACH

The Reed & Rite has a distinctive character: a practical Victorian shop and tea room with an eccentric neighbourhood lost-property system. **The shop itself will be the Reed & Rite's social media presence.** It will post notices, show off its wares, and issue invitations.

The shop becomes a character. People will identify with its struggles and joys and develop affection as if it were a mascot or a pet.

THE PILLARS

You'll focus on five pillars:

- ☐ The tea room
- ☐ The shop & products
- ☐ The Keep
- ☐ St Crispian's
- ☐ The unusual

THE VOICE

The Reed & Rite's voice is courteous, observant, practical, and occasionally dry.

It has Victorian flavour, but light enough that everything it says remains easy for modern followers to understand.

DRIVING TRAFFIC

As a starting point, make one of every four feed posts a direct invitation to shop. Products can appear more often, but each post should still offer a useful detail or enjoyable visual.



YOUR PLATFORMS

Every business has a few communication platforms where their community is active. They can be social media, Substack, direct email, Reddit, you name it. It's important not to waste time, energy and money on dead-end platforms. Showing up where your community is already active, on the other hand, has huge benefits.

RECOMMENDED FOR THE REED & RITE

EMAIL NEWSLETTER	These are your first priority. Invite customers to sign up right in the shop. Then, it builds a direct, reusable customer relationship.
A SHOP FACEBOOK PAGE	Your strongest social media option. Facebook may be considered old-school at this point, but it strongly meets the Reed & Rite's needs as a practical neighborhood noticeboard. It also integrates with Instagram.
INSTAGRAM	Third priority; double-post to Facebook. Your tea, bakes, interiors, and unusual wares are perfect material for visual appeal and discovery. Use the location tag to reach your locals.
LOCAL FACEBOOK GROUPS	Potentially your most concentrated social audience: people close enough to visit and personally affected by local notices. Plus, the audiences already exist!





YOUR PLATFORMS

CONSIDER FUTURE IMPLEMENTATION

YOUTUBE	Videos endure, but creating long-form content is a big time commitment. Eventually, YouTube could build interest in the Reed & Rite as a destination, but you'll have weak initial return for the effort.
A SHOP-RUN FACEBOOK GROUP	Could serve regulars well once they already participate; difficult to sustain from nothing. Defer unless and until customers demonstrate need for it.

NOT A GOOD FIT

SUBSTACK/ BLOG	Substack has good discoverability right now, but focus is more on thought-work, less on visuals and consumables. Also, many readers may not live near your shop.
PINTEREST	A great aesthetic fit, but a very weak geographic fit. Many people might save the shop without being able to visit - which garners you exactly no returns.
TIKTOK	Unpredictable return, not geographically applicable, and low revenue potential without an online Tik-Tok shop.





CONTENT PILLAR

Tea & Excellent Bakes

WHAT IT OFFERS FOLLOWERS

A welcoming place to pause and enjoy creature comforts. Associations with warmth and abundance.

NATURAL PRODUCT CONNECTIONS

Tea & comestibles

Recipe cards

Visits to the tea room

POST RECOMMENDATIONS

TODAY'S BAKES	One photograph of what has just come out of the oven. Tip - Find an attractive backdrop and reuse every time.	Instagram Stories for immediacy. Auto-push to Facebook.
SEASONAL OFFERINGS	Introduce new seasonal bakes, teas and menus. Announce seasonal events.	Email newsletter. Post a screenshot to Insta/FB.
YOUR TABLE IS READY	The corner table looking up toward the street, or another appealing place to sit.	Instagram - pin to top. Auto-push to FB.
A GLIMPSE OF PREPARATION	In winter, pouring hot tea. In spring, garnishing take-aways. In summer, setting a table for evening meetups.	Instagram reels. Repurpose on website in rotating banners.
PEEKS AT RECIPE CARDS	Advertise as the way to reproduce your offerings at home. Tip: Only show partial views online.	As a product spot in email newsletter. Repurpose with a one-time post to Insta/FB.



CONTENT PILLAR

Artfully Practical

WHAT IT OFFERS FOLLOWERS

Offerings of things they need on a day-to-day basis, in a picturesque setting with a friendly face to help.

NATURAL PRODUCT CONNECTIONS

Paper, ink & quills

hair pins and watch chains

Pen cases and other necessities

POST RECOMMENDATIONS

ASK JAPE	Answer a practical customer question: which paper to choose, how much a case holds, or how a fastening works.	Instagram Stories for immediacy. Auto-push to Facebook.
THE USEFUL, EXPLAINED	Unusual new product? Show what it does, its details, and its price.	Email newsletter. Post a screenshot to Insta/FB.
BACK ON THE SHELF	A straightforward update when an everyday necessity is available again.	Instagram - pin to top. Auto-push to FB.
BEFORE YOU REPLACE IT	A simple care tip for something the shop sells, such as cleaning a pen or storing paper away from damp.	Instagram reels. Repurpose on website in rotating banners.
HELP US STOCK THE SHELVES	Ask which everyday necessity neighbours most often have to leave St. Crispian's to find.	Facebook question and Instagram Story poll.



CONTENT PILLAR

Notices from The Keep

WHAT IT OFFERS FOLLOWERS

Help wandering possessions find their way home, while letting the room's eccentricity show.

NATURAL PRODUCT CONNECTIONS

Annual rummage sale purchases

Opportunity to shop or snack when checking in at The Keep

POST RECOMMENDATIONS

RECENTLY ARRIVED	A photograph and brief notice about a newly deposited object, with instructions for enquiring.	Instagram Stories for immediacy. Auto-push to Facebook.
SELECTED FROM THE SHELVES	A short roundup of unclaimed possessions.	Email newsletter. Post a screenshot to Insta/FB.
HOW THE KEEP WORKS	Explain depositing an object, consulting the register, and reclaiming a possession. Keep pinned.	Facebook pinned post · Instagram carousel & Highlight
A SUCCESSFUL REUNION	Share that an object has returned home, with the owner's permission if identifying them.	Instagram reels. Repurpose on site in rotating banners.
A LOOK AROUND	The dark wood, crowded shelves, porcelain dolls, or permanent ostrich resident. Repurpose extensively.	Intagram. Use heavily across website.



CONTENT PILLAR

Around St. Crispian's

WHAT IT OFFERS FOLLOWERS

A friendly neighborhood expert, serving the neighborhood and highlighting the connections in its shared life.

NATURAL PRODUCT CONNECTIONS

- Locally made goods
- St. Crispian's-themed merch
- Reed & Rite-themed merch

POST RECOMMENDATIONS

NEIGHBOURHOOD DATES AND NOTICES	Relevant happenings customers would find useful	Instagram Stories for immediacy. Auto-push to Facebook.
SALE PREVIEWS	A selection of eligible objects that will be available.	Email newsletter. Post a screenshot to Insta/FB.
AFTER THE SALE	Thank participants, report the amount raised once known, highlight donation to St. Crispian's Theatrical Society.	Instagram - pin to top. Auto-push to FB.
THE ROMAN TRACKER	Invite the locals to report sightings of The Roman as he haunts local spots. Add each new sighting to a map. Keep the old sightings semi-transparent.	Instagram reels. Repurpose on website in rotating banners.
WHEREABOUTS WATCH REPORTS	Post updates from Miss Lamb and Miss Hunt, your most valuable sources of surprising neighborhood news.	In email newsletter. Repurpose as a 1-time post to Insta/FB.



CONTENT PILLAR

Displays of the Fantastic

WHAT IT OFFERS FOLLOWERS

A little playful, a little surreal. The thrill of the strange and eccentric from the comfort of a cozy neighborhood haunt.

NATURAL PRODUCT CONNECTIONS

Unusual gifts from faraway places

Curious decorative objects

Extraordinary versions of useful things

POST RECOMMENDATIONS

SURREAL GIFT IDEAS	Suggest who might appreciate a particular object and why.	Instagram Stories for immediacy. Auto-push to Facebook.
FROM FARAWAY PLACES	Share an unusual arrival's origin and any known story behind it.	Email newsletter. Post a screenshot to Insta/FB.
3 LEVELS OF STRANGENESS	Pre-annual sale, ask customers to rank three objects from "quite reasonable" to "requires a conversation at home."	Instagram - pinned to top. Auto-push to FB.
JAPE ATTEMPTS A DESCRIPTION	Show a curious new arrival alongside a crossed-out sequence of increasingly unhelpful catalogue descriptions.	Instagram reels. Repurpose on website in rotating banners.
NEWLY ARRIVED	A weekly carousel of items recently brought in, calling for their owners.	As a product spot in email newsletter. Repurpose with a one-time post to Insta/FB.

YOUR WEEKLY WORKLOAD

Keeping the agreed-upon budget of 3–4 hours a week, I would organise the work around repurposing material as much as possible.

ACTIVITY	WEEKLY ALLOWANCE
Capture a small batch of photographs and short clips during normal shop activity	20 minutes
Prepare two main posts, adapting them for Instagram and Facebook	50 minutes
Share a few timely updates: bakes, stock, or notices	20 minutes
Reply to enquiries and participate in local groups	35 minutes
Monthly email circular, averaged across the month	30 minutes
Update website and local listing information 15 minutes	15 minutes
Reviewing results and any unexpected notices	20 minutes

KEEP IN MIND

Initial setup is going to sit outside this allowance.

Big events will need extra communication - but you can get ahead of them by preparing ahead of time as much as possible.

A FEW BONUS POINTS

SET UP GOOGLE BUSINESS

It will be very important to you set up the Reed & Rite's Google Business profile and Maps as an early priority.

Someone nearby searching for tea or a bakery has a more immediate reason to visit than someone casually admiring a photograph.

Google will do most of the work for you by identifying relevance and distance so you reach just the right audience in their local search results.

NOTE THE 80/20 RULE

Proven for ongoing loyalty, this guideline stating that **80% of your posts should provide value** (education, entertainment, or problem-solving) and 20% should directly promote what you are selling.

Why It Matters

- Builds Trust: Giving away free value first establishes your expertise and relationship with the audience.
- Prevents Fatigue: Constantly pushing sales causes followers to tune out or unfollow your page.
- Earns the Right to Sell: When you do share a promotion, your audience is far more receptive because you have consistently shared helpful content first.