

FULCRA WEEK 1 CONTENT PROMPTS

(For: 3 Static Posts • 2 Reels • 5 Stories)

MONDAY – Static Post: *Fulcra Focus*

Prompt:

Introduce the concept of *leverage* in leadership — how great leaders use influence, systems, or people to create impact beyond their own effort.

Suggested Caption Angle:

“Leadership leverage isn’t about doing more — it’s about doing the *right things* that create *more impact*.”

Ask: “Where are you trying to push without a fulcrum in place?”

Visual Style Guidance:

Blueprint or architectural lever sketch. Use Fulcra blue, clean lines, and a bold statement in the center like:

"Leaders don't push harder. They build smarter."

WEDNESDAY – Static Post: *Leadership in Action*

Prompt:

Use a metaphor or short scenario that shows the power of *delegating vs doing it all yourself*.

Suggested Caption Angle:

“Imagine building a bridge — but carrying every beam yourself. That’s what leadership without trust looks like.”

End with: “Real leadership means knowing what *not* to carry.”

Visual Style Guidance:

Bridge metaphor. Could be an image of construction, teamwork, or someone holding too much. Clean, striking design.

FRIDAY – Static Post: *Friday Framework*

Prompt:

End the week with a leadership check-in: “What is your biggest lever right now — the one thing that creates movement everywhere else?”

Suggested Caption Angle:

“Not all effort is equal. Focus your energy where it creates the biggest shift.”

Invite reflection: “What’s your leadership lever this week?”

Visual Style Guidance:

Minimalist. Use graphic of a lever in motion, or a central object shifting other pieces (like a fulcrum in action).

**TUESDAY REEL – *Blueprint Breakdown*****Prompt:**

Define the word “*Alignment*” in leadership. Why it matters. How misalignment affects teams.

Suggested Caption Angle (script or overlay):

“Alignment = When vision, strategy, and execution pull in the same direction.

Without it? Progress slows. Conflict grows. And burnout spreads.”

Visual Guidance:

Use animated arrows, blueprint graphics, or stick with clean text animation and voiceover.

**THURSDAY REEL – *This is Leadership*****Prompt:**

Tell a short, common moment that quietly shows leadership in motion (like listening before responding, recognizing someone’s effort, or staying calm under stress).

Suggested Caption Angle (script or overlay):

“When you pause to *understand* before you *fix* — that’s leadership.”

Or:

“When your presence calms a room — that’s leadership.”

Visual Guidance:

Footage of a calm leader, thoughtful team moments, or abstract images with bold text overlays.

➡️ **STORIES (5 TOTAL – MON–FRI)**

Each day, create 1 story to match the static post or reel:

- **Mon:** Quote from “Fulcra Focus” post or quick quiz: “What area of your leadership could benefit from leverage?”
- **Tues:** Snippet or teaser from Reel (alignment)
- **Wed:** Poll: “Do you find it easy to delegate?” Yes / Sometimes / Nope!
- **Thurs:** Snippet or caption from Reel (“This is Leadership”)
- **Fri:** Text-based question sticker: “What’s the ONE leadership lever you’re focusing on today?”