

The Monthly Content Drop

The Social Approach & She Owns It



COLLABORATION



NEVER FEEL STUCK FOR CONTENT IDEAS AGAIN!

30 Days of customisable content ideas, delivered to your inbox monthly.



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The Monthly Content Drop

If you know you need to be using social media to grow your business, but coming up with content ideas has you **STUCK**, this is for you!

Every month, in collaboration with our friends at The Social Approach, we'll be dropping into your inbox with 30 (plus) fresh content ideas so you can post relevant conversion content *daily*.

Completely customisable to your business, these prompts include all the Kiwi calendar moments you should be across, and will help you captivate, engage and convert your audience. Best of all, it's **FREE** with your She Owns It Membership.

Rach, it's good, but I want more!

If you want to *really* dial down on effort while dialling UP results, **meet Sarah!**

Over at The Social Approach Sarah delivers *daily* ideas including post prompts, customisable 'fill in the blank' caption templates to go with them PLUS Reel and Story ideas and Masterclasses to help you level it all up!

Head on over to The Social Approach for 14 days of free content:
www.thesocialapproach.com.



xx Rach

SHE OWNS IT

30 Social Post Ideas

We get it. Social media isn't easy. But guess what? Your small business has a mighty big message to share with this world.

And your audience wants to hear it! So here's 30 brand building conversion content ideas that you can follow so you never feel outta ideas again.

For each post include:



Hook



Call To Action



GIVE SOMEONE A SHOUT OUT	HOW YOU UNPLUG
ENCOURAGEMENT - IF AT FIRST YOU DON'T SUCCEED TRY AND TRY AGAIN	A SONG THAT MOTIVATES YOU
3 TIPS YOUR AUDIENCE NEEDS TO SAVE	TURNING LEMONS INTO LEMONADE - A PERSONAL STORY
SHORTER DAYS - BUT STILL GETTING THE MAHI DONE	PLAY: THIS OR THAT. GET TO KNOW ME EDITION.
HOW YOU FOUND YOUR PURPOSE	A BENEFIT OF USING YOUR PRODUCT OR SERVICE
WHAT'S FUELING YOUR WORK	HOW YOU APPROACH CHALLENGES
THINGS ON YOUR DESK THAT JUST MAKE SENSE!	SHARE THE ULTIMATE LIFE HACK
ONE THING YOU WOULD LIKE TO SPEND TIME DOING THIS YEAR	STOP MAKING THIS MISTAKE
APRIL 9 - YOUR EASTER TRADITIONS	WHERE YOU SPEND MOST OF YOUR INTERNET TIME
EVEN IF YOU DON'T WIN, YOU LEARN	APRIL 25TH - ANZAC DAY. WHAT IT MEANS TO YOU
A BOOK THAT YOU'RE LOVING	SHARE A SNEAK PEEK
HOW YOUR CUSTOMERS CAN START WITH THE BASICS	INTRODUCE YOURSELF
WHY YOU USE PROFESSIONALS AND WHY YOUR AUDIENCE SHOULD TOO	HOW YOU FEEL ABOUT THE RAIN
AN EXPERIENCE THAT CHANGED THE WAY YOU LOOK AT LIFE	INGREDIENTS TO SUCCESS IN YOUR BUSINESS
WHAT YOUR MUM THINKS YOU DO	THE EASIEST WAY TO REACH A GOAL THAT YOUR CLIENTS HAVE

BONUS!

Story, Reel & Caption Ideas

For each post include:



Hook



Call To Action

Story ideas:



SHARE SOMETHING THAT YOU USE DAILY



SHARE A TESTIMONIAL



AN UPCOMING EVENT



A HABIT YOU HAVE AND WHY IT MATTERS



HIGHLIGHT A LOCAL BUSINESS



RUN A POP QUIZ



GIVE A DEMO



5 THINGS TO DO WHEN [EG. YOU JOIN A GYM]



WHAT YOUR DAY OFF LOOKS LIKE



ASK ME ANYTHING

Caption idea:

A song that motivates you:

_____["There's a starman waiting in the sky, He'd like to come and meet us, But he thinks he'd blow our minds."/ "You only get one shot, do not miss your chance to blow. This opportunity comes once in a lifetime" / "And we'll never be royals, it don't run in our blood"].

_____[Bowie's/ Eminem's, Lorde's] lyrics are stuck in my head this morning, reminding me _____ [how rewarding it is to carve your own path / that the future is up to me / I can do anything.]

What song motivates you into an exceptional day?

Reel idea:

Nothing!

Audio: Whitney Houston, I have nothing. Use the music where it says "nothing, nothing, nothing"

Scene 1: Wide shot of you

Scene 2: Zoom in a bit closer

Scene 3: Close shot of you

Add text to the entire reel. "When someone asks[what am I going to do this weekend/what have you accomplished in April/what would you do without your morning coffee/how much petrol can you buy for \$20].

Customise to your own niche or personality.

This reel is for entertainment and relatability. Don't take it too seriously.