

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



| | |
|--|--|
| 5 THINGS ALWAYS ON MY DESK | HOW YOU ELIMINATE STRESS FOR YOUR CLIENTS |
| DEC 2ND - NATIONAL JANDAL DAY | 3 BENEFITS OF YOUR PROUDCT/SERVICE |
| WHAT'S MOTIVATING YOU ON A SUMMER MORNING? | HOT TIP (OVERCOME A POTENTIAL OBSTACLE) |
| DEC 4TH - NATIONAL COOKIE DAY | SHARE HOW TO DO SOMETHING INDUSTRY RELATED |
| A PAIN POINT YOUR CUSTOMER HAS THAT YOU'VE BEEN THROUGH | A LETTER TO SANTA |
| HOW YOU START YOUR WEEK THE RIGHT WAY | DEC 20TH - GO CAROLING DAY |
| YOUR TYPICAL SCHEDULE FOR THE DAY | THANK YOUR COMMUNITY FOR THEIR SUPPORT |
| BENEFITS OF YOUR PRODUCT/SERVICE - ASK ME ANYTHING EDITION | THIS PRODUCT/SERVICE VERSUS THAT PRODUCT/SERVICE |
| WHY YOU LOVE YOUR PRODUCT/SERVICE | WHAT KEEPS YOU TICKINGTHROUGH YOUR WORK DAY? |
| YOUR BEST TIP EVER! | A RECENT ACHIEVEMENT AND WHAT ENCOURAGED YOU ALONG THE WAY |
| THE BIGGEST MISTAKE YOU'VE MADE | WHAT SELF CARE LOOKS LIKE OVER THE HOLIDAYS |
| HOW YOUR AUDIENCE CAN FIX A PROBLEM | SHARE YOUR 2022 GRATITUDE LIST |
| THE OLD VERSION OF ME VS THE NEW VERSION OF ME | YOUR HOLIDAY OPENING HOURS |
| WHAT YOU'VE ACHIEVED THIS WEEK | WHAT YOU'RE HOPING FOR IN 2023 |
| YOUR CHRISTMAS HOURS | DEC 31ST - NEW YEARS EVE REFLECTIONS |

WANT MORE? HEAD TO [THESOCIALAPPROACH.COM](https://thesocialapproach.com)

BONUS!

Story, Reel & Caption Ideas

For each post include:



Hook



Call To Action

Story ideas:



A REMINDER



SHOUT OUT TO 3 ACCOUNTS



SHARE WHAT YOU'RE LEARNING



YOUR RECOMMENDED APPS



YOUR X-FACTOR



PLAY A GAME: SUMMER HOLIDAY BINGO



HOLIDAY PLANS - EMOJI EDITION



HOT OFF THE PRESS NEWS



SHARE YOUR VALUES



A HABIT THAT MATTERS

Caption idea:

What keeps you ticking through your work day?

I'm going to be honest, sometimes it's the little things like _____ [a cup of coffee/a smile on my customer's face/lawns in straight lines/trees in the garden/etc.] and sometimes it's the BIG things like _____ [ticking off everything on the 'To Do List'/ getting to school sports day /updating my website].

But everyday, it absolutely thrills me to _____ [turn on the office lights/open my emails/turn the closed sign to open on the door].

I love this 'thrilling tick'. Put a 📌 in the comments box and let me know what makes you tick.

Reel idea:

IF AT FIRST YOU DON'T SUCCEED

Audio: You talking to the camera

Step 1: Plan your script (suggested script below).

Step 2: Record each sentence separately and edit each sentence tightly. Remove any breaths, pauses or ums at the beginning or end of sentences.

Step 3: Add captions using auto captions from the stickers menu.

Step 4: Add background music if you want it (keep the level to 4 or 5).

Suggested Script:

Line 1: If at first you don't succeed, try and try again (this is the hook).

Line 2: Here's 3 of the biggest lessons we've learnt in our business so far.

Line 3: _____ [Share your lessons e.g. 1. Hard work will always pay off. 2. Be quick to learn. 3. Don't be afraid to take a risk].

Line 4: Do any of these resonate with you? Let me know in the comments.

Additional tip: Incorporate movement - especially as your first sentence is starting. For example: spin around to greet the camera, walk into the shot, hold a prop and move it around

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