

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



YOUR HAPPY PLACE	YOUR 5PM PLANS
YOUR BUSINESS JOURNEY - FROM DAYDREAM TO REALITY	PLAY 3 TRUTHS AND A LIE
THE BENEFITS YOU SEE ARE JUST THE TIP OF THE ICEBERG.	WHAT'S MOTIVIATING YOU RIGHT NOW
ASK FOR SOME LONG WEEKEND ADVICE	HOW YOU CREATE CLARITY FOR YOUR CUSTOMERS
SHARE THE DRINK THAT GETS YOU THROUGH THE DAY	WHAT PEOPLE EXPECT YOUR BTS WORKPLACE TO LOOK LIKE VS REALITY
PLAY: FINISH THIS SENTENCE	WHY YOU DO WHAT YOU DO
UPDATE ON NEW YEARS RESOLUTIONS	YOUR FAVOURITE CHILDHOOD TEACHER
SHARE A DAY IN THE LIFE OF YOUR BUSINESS	WHAT YOU HAD FOR BREAKFAST BEFORE STARTING YOUR DAY AT XYZ BUSINESS
FEB 9TH - PIZZA DAY	SOME COOL NEWS ON A HOT DAY
ASK FOR FEEDBACK ABOUT ABOUT SOMETHING YOU'RE LOOKING TO IMPROVE	TEAM INTRODUCTIONS
TRY THIS AT HOME (TIP OR TRICK)	AN EMBARRASSING STORY ANDTHE LESSON YOU LEARNED
FRIDAY REMINDER (SOMETHING INDUSTRY RELATED)	3 WISHES - WHAT WOULD THEY BE?
BREAK DOWN A HIGH LEVEL GOAL YOUR AUDIENCE HAS INTO EASY STEPS	AN ATTRIBUTE THAT'S ALWAYS IN SEASON - E.G. KINDNESS IS ALWAYS IN SEASON
FEB 14TH - VALENTINES DAY	STEPS TO ACHIEVING YOUR GOALS
WHAT MAKES A GREAT ROOM - WORK SPACE OR PERSONAL SPACE	THE WORST PIECE OF ADVICE YOU'VE EVER RECEIVED

BONUS!

Story, Reel & Caption Ideas

For each post include: ☐ Hook ☐ Call To Action

Story ideas:

- ☐ WHAT MAKES WAITANGI DAY SPECIAL
- ☐ AMA - ASK ME ANYTHING
- ☐ SHARE AN ANNOUNCEMENT
- ☐ SPOTLIGHT A PRODUCT OR SERVICE
- ☐ FEB 13 CLEAN OUT YOUR COMPUTER DAY
- ☐ TIP OF THE DAY
- ☐ BUST A MYTH - TRUE OR FALSE GAME
- ☐ SHARE A FRUSTRATION
- ☐ SHARE A QUOTE THAT RESONATES WITH YOU
- ☐ SHARE YOUR TO-DO LIST

Caption idea:

“Reality check! What's the worst piece of advice that you've ever received?

Here's mine: _____ [a piece of advice that you don't subscribe to e.g. You can sleep when you're dead/Practice makes perfect/You're wasting your time doing xyz/etc]. If I was to rewrite that piece of advice, I'd say: _____ [e.g. Rest is a necessary part of the journey to success/Practice makes progress - stop chasing perfection/No experience is ever wasted. There's a lesson to learn in everything/etc].

What's the worst piece of advice you've ever received?

Reel idea:

What Happened When...

Audio: Any music that you like from the Instagram library.

Step 1: Film one shot of yourself or your team doing any activity. It could be working, drinking coffee, or eating lunch. The clip only needs to be 5-7 seconds long.

Text 1: Have your first text appear on the screen immediately. “What happened when I _____ [an activity you encourage your audience to do e.g. started using xyz facewash/our client had their first home visit/joined the fitness challenge/etc].

Text 2: Share a list of the benefits that happened - either one at a time or all at once.

Text 3: Include a call to action - e.g. Message me to join the challenge.

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