

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



WHAT YOU'RE CELEBRATING THIS WEEK	THE TIME OF THE DAY THAT YOU'RE MOST PRODUCTIVE
A FAVOURITE PIECE OF TECHNOLOGY	MARCH 17TH - ST PATRICKS DAY
GRATITUDE FOR A TESTIMONIAL	MARCH 18TH - AWKWARD MOMENT DAY
THE MOMENT YOU REALISED THIS WAS THE RIGHT PATH FOR YOU	SHARE A CONFESSION
A RECENT CHANGE THAT YOU'VE MADE	THE LOOK ON YOUR CLIENT'S FACES WHEN THEY EXPERIENCE THESE BENEFITS
SHARE A RECENT "WIN" THAT YOU'VE HAD	A QUOTE THAT SUMS UP YOUR ATTITUDE TO BUSINESS
DISCUSS PRODUCT PRICING	A LETTER TO YOUR YOUNGER SELF
MARCH 8TH - INTERNATIONAL WOMEN'S DAY	MARCH 23RD - INTERNATIONAL PUPPY DAY
SOMETHING ABOUT YOUR DAILY ROUTINE THAT IS UNIQUE TO YOU	AN EASY TIP YOUR AUDIENCE CAN USE RIGHT NOW
WHAT YOUR CREATIVE PROCESS LOOKS LIKE	HOW FAILURE CAN BE A GOOD THING
A QUOTE THAT YOU LIVE BY	HOW TRYING YOUR PRODUCT/SERVICE FEELS
A CHILDHOOD MEMORY	A PERSON WHO MOTIVATES YOU
YOU CAN'T MAKE EVERYONE HAPPY - BUT YOU CAN DO THIS!	HOW YOU STAY ON TOP OF YOUR TO-DO LIST
PLAY: WHAT YOU'D TAKE TO A DESERTED ISLAND	WHAT YOU'RE CURRENTLY WORKING ON
SOMETHING YOU'VE LEARNED IN BUSINESS	WHAT THE CHANGE OF SEASON MEANS FOR YOU

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

BONUS!

Story, Reel & Caption Ideas

For each post include: ☐ Hook ☐ Call To Action

Story ideas:

- ☐ 3 VALUES THAT SET YOU APART
- ☐ TAG 3 WOMEN WHO INSPIRE YOU
- ☐ SHARE YOUR FAVOURITE ITEM AT WORK
- ☐ RUN A POLL ABOUT SLEEPING HABITS
- ☐ A PROBLEM THAT YOU SOLVE
- ☐ ASK FOR HELP WITH A PURCHASE DECISION
- ☐ WHAT PEOPLE THINK YOU DO VS REALITY
- ☐ YOUR BEFORE WORK ROUTINE
- ☐ HOT OFF THE PRESS NEWS
- ☐ ASK FOR SOME PRODUCT FEEDBACK

Caption idea:

Dear Me, ___ [10/20] years ago.

You'd be _____ [surprised/shocked/in awe/proud] with yourself now. You've _____ {smashed the glass ceiling and created something new/come a long way from your shy 16 year old speech days}. You still haven't got that _____ [puppy/Audi/Mayoral role] yet though. But we're working on it. Also, buy shares in Pfizer. Trust me.

Kia Kaha, Me. From Me.

If you were writing a letter to your younger self, what would it say?

Reel idea:

Share a Transformation

Doesn't specifically require trending audio, but catchy music will help keep attention.

Scene 1: Show before images [before using your product, before your service has been implemented].

Transition: Move the camera close to an object in order to blur the screen.

Scene 2: Pull the camera away from the object to reveal the new scene.

Improve your reel by using a hook at the beginning of your reel eg: Here's what happened when...[insert what you did to create the transformation].

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