

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 24 brand building conversion content ideas that you can follow so you never feel outta ideas again.

For each post include:



Hook



Call To Action



WHY YOUR BUSINESS DOESN'T FEEL LIKE WORK	WHAT SUCCESS LOOKS LIKE
A CONFESSION ABOUT YOUR LIST WRITING HABITS	HOW YOU STAY MOTIVATED
YOUR CHILDHOOD PHONE NUMBER	IT'S THE LITTLE THINGS IN LIFE THAT MATTER
NOV 5TH - GUY FAWKES. LOVE IT OR HATE IT?	SHARE WHAT YOU'RE DOING WHEN YOU'RE NOT AT WORK
SHARE A SECRET HACK	GET TO KNOW YOUR AUDIENCE
SNEAK PEEK INTO TODAY'S CALENDAR	3 BENEFITS OF YOUR PRODUCT/SERVICE
NOV 8 - NATIONAL CAPPUCCINO DAY	ADDRESS A PAINPOINT - HOW YOUR OFFERING GIVES A POSTIVE OUTCOME
YOUR GUILTY PLEASURE	SHARE A HOW-TO
YOUR TOOLS OF THE TRADE	WHAT NOT TO DO
SHARE A TIP	GUESSING GAME - 3 CLUES ABOUT YOUR NEW OFFERING
NOV 15TH - ENTREPRENEUR'S DAY	HOW GRATITUDE CHANGES THINGS
HELP WITH CHOOSING A PLAYLIST	WHAT TO EXPECT FOLLOWING YOUR ACCOUNT
A QUOTE THAT HELPS WHEN YOU FEEL 'MEH'.	THE SUMMER HOLIDAY YOU'RE DREAMING OF
SOMETHING YOU HAVEN'T YET ACHIEVED BUT YOU'RE WORKING ON	NOV 26 - SMALL BUSINESS SATURDAY
SHARE WHERE YOU CALL HOME	ANSWER A FAQ

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

BONUS!

Story, Reel & Caption Ideas

For each post include:



Hook



Call To Action

Story ideas:



SHARE YOUR MORNING ROUTINE



AN EPIC FAIL



MEET YOUR COMMUNITY



BUST A MYTH IN YOUR INDUSTRY



A FEAR YOUR IDEAL CLIENT HAS



10 RANDOM FACTS ABOUT YOU/YOUR BIZ



ASK FOR ADVICE



FIND OUT YOUR AUDIENCE'S CONCERNS



SHARE YOUR BACKSTORY



UPDATE ON INDUSTRY TRENDS

Caption idea:

Can you keep a secret? In our office we have a funny tradition.

_____ [Name something funny that happens at work e.g.

Every Wednesday we wear pink/The last one to arrive has to make everyone coffee/At 3pm every day we have a 5 minute dance party.].

It might seem silly to you, but it's the funny little things that create a sense of _____ [togetherness/teamwork/joy].

Are you surprised or is this exactly what you expected from _____ [name of your business].

Photo ideas: Photo of you and your team participating in a workplace tradition, photo of your team's favourite lunch/coffee spot.

Reel idea:

SHARE A "HOW TO"

Audio: Any music that you like from the Instagram library. Trending audio will help with increased reach if that is one of your goals.

Shot 1: Film a short clip of you looking at the camera.

Text 1: Add your hook. "How to _____ [something you want to teach your audience that they will find helpful e.g. change a tyre/clean your dishwasher/fall asleep quickly].

Shot 2: Take a longer shot of you (or someone in your team) working on the "how to" that you're teaching.

Text 2 onwards: Give step by step instructions by giving a numbered list. Add each instruction to the screen with approx 1.5 seconds between each instruction.

Example:

How To Care For Orchids

1. Water once per week
2. Place in a bright spot
3. Feed weekly with fertilizer
4. Repot when it stops flowering

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