

The Monthly Content Drop

She Owns It



30 DAYS OF IDEAS

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 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.

Let's get visible!

Getting the word out about your biz can feel so hard, and one of the hardest things is simply knowing what to post!

These content ideas take the pain out of creating content.

Simply follow the daily prompts and you'll start attracting, nurturing and converting a community of people who becoming superfans of your biz!



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



THE PERKS OF HIRING A PROFESSIONAL	ANSWER A FAQ
NAME A BETTER COMBO THAN ____ (2 THINGS RELATED TO YOUR WORK)	SHE BELIEVED SHE COULD SO SHE DID = WHAT YOU DO WHEN DOUBTS CREEP IN
SEPT 3RD - FATHERS DAY. WHAT DAD ADVICE DO YOU STICK BY?	MENTAL HEALTH AWARENESS WEEK - 18TH. A MENTAL HEALTH ADVOCATE WHO INSPIRES YOU
WE ARE HAVING A SALE! SOMETHING YOUR NICHE MIGHT BE KEEPING AN EYE ON	SHARE YOUR BACK STORY
A BIG ANNOUNCEMENT. DREAMS CAN COME TRUE	SOMETHING YOU'LL ALWAYS FIND ON YOUR DESK/WORKSPACE
A TIP TO CREATE A TRANSFORMATION	SAVE THIS QUICK TIP!
SHARING A 5 STAR REVIEW	STORMS CAN'T LAST FOREVER - A SHOUTOUT TO SOMEONE WHO HAS HELPED YOU IN A STORMY SEASON
A IS FOR ____ (2 WORDS YOU WANT YOUR CUSTOMERS TO ASSOCIATE WITH YOU)	A WELCOME TO YOUR PAGE
TIPS TO STAYING YOUNG AT HEART	SEPT - 26TH DAYLIGHT SAVINGS . YOUR WEBSITE IS AVAILABLE ALL DAY/NIGHT.
HUMP DAY - HOW YOU'RE GETTING THROUGH THE MIDDLE OF THE WEEK	IT'S THE COURAGE TO CONTINUE THAT COUNTS
YOUR WORKPLACE TRADITIONS	AN EXPLANATION OF HOW A PRODUCT/SERVICE WORKS
A BRIGHT IDEA - SHARE A TIP PLUS A BENEFIT	ISHARING A PROJECT YOU'VE BEEN WORKING ON
THIS IS YOUR SIGN TO SLOW DOWN	WHY YOU STARTED YOUR PROFESSION
SEPT 14TH - MAORI LANGUAGE DAY. SHARE A PHRASE IN TE REO	ASK FOR FEEDBACK ABOUT A PRODUCT OR SERVICE
SEPT 15TH - CHEESE TOASTIE DAY. YOUR FAVOURITE FILLINGS	AUGUST 31ST - DAFFODIL DAY. SHARE A LINK TO DONATE

BONUS!

Story, Reel & Caption Ideas

For each post include:



Hook



Call To Action

Story ideas:



SEPT 1 RANDOM ACTS OF KINDNESS DAY



YSHARE YOUR WHY



PLAY "CAPTION THIS"



ASK YOUR AUDIENCE WHAT MATTERS MOST



HOLD AN "ASK ME ANYTHING" DAY



WHAT YOU LOVE ABOUT YOUR PRODUCT



INSPIRE ACTION - SHARE PRACTICAL TIPS



SHARE A TESTIMONIAL



SHARE AN OLD PIECE OF CONTENT



A WILD/CRAZY INDUSTRY FACT

Caption idea:

Maori Language Day

“Mai i te kōpae ki te urupa, tātou ako tonu ai.” From the cradle to the grave we are forever learning.

Who agrees that you're never too old to learn! [I'm/We're] learning all the time and today [I/we'd] like to share with you some Te Reo phrases that [I'm/we've] _____ [learnt recently/you might find useful], that you can use when you're _____ [an activity your audience is likely to participate in e.g. ordering coffee/organising a meeting] _____ [a phrase you're sharing e.g. Would you like a coffee?: He kawhe māu?] _____ [another phrase you're sharing e.g. Shall I meet you (one person) for lunch? Me haere tāua ki te tina?]

Have you got a phrase that you've been learning? Share it with [us/me] in the comments below.

Reel idea:

Work Trip

Behind the scenes. Take your audience on a work trip with you.

Step 1: Set the scene by starting with a screenshot of your alarm clock or alternatively packing the car.

Step 2: Take a variety of footage throughout the day or trip. Show you or your team en route and then what you did when you got there.

Step 3: Edit together a variety of shots from the day to your favourite audio.

To increase value and engagement, add text to your reel.

Text 1: Tips for a successful _____ [something related to your trip e.g. video shoot/roadtrip/wedding day].

Text 2: Share at least one tip throughout your reel - but it can be more.

Text 3: Follow for more _____ [tips/bts]