



14 DAYS OF

SOCIAL MEDIA CONTENT IDEAS

HERCREATIVESTUDIO.COM

DAY 1

SHARE FUN FACTS ABOUT YOURSELF

People don't buy from businesses... they buy from people!

The more you manage to build an authentic relationship with your followers, the more people will trust you and want to buy from you when you launch products or try to sell your offers.

Share some fun facts about yourself that you would love your audience to know, it doesn't have to relate to your business or your idea.

Just have fun with this and get creative!

In order to involve people in the conversation and spark more engagement, ask your audience to reply back and share something about themselves.

NOTES:



DAY 2

SHARE YOUR WORKSPACE

People love to see behind the scenes!

Show your audience your workspace, where you work on your business and create your products or work on your services.

Don't worry about making things look perfect - in fact, we all see too much perfection online. Reality is refreshing and relatable!

Be real and authentic with your followers and show your true self - they will love you for it, trust you and buy from you!

If you'd love to spark engagement, ask your followers to share their workspace with you!

NOTES:



DAY 3

POLL TIME!

When it comes to planning your social media for the week, what's your biggest frustration?

LIKE FOR:
posting consistently

COMMENT FOR:
coming up with ideas

CREATE A POLL TO GET TO KNOW YOUR AUDIENCE

Polls are an amazing way to get to know your audience, get inspiration for content and ideas for new products or services you could offer.

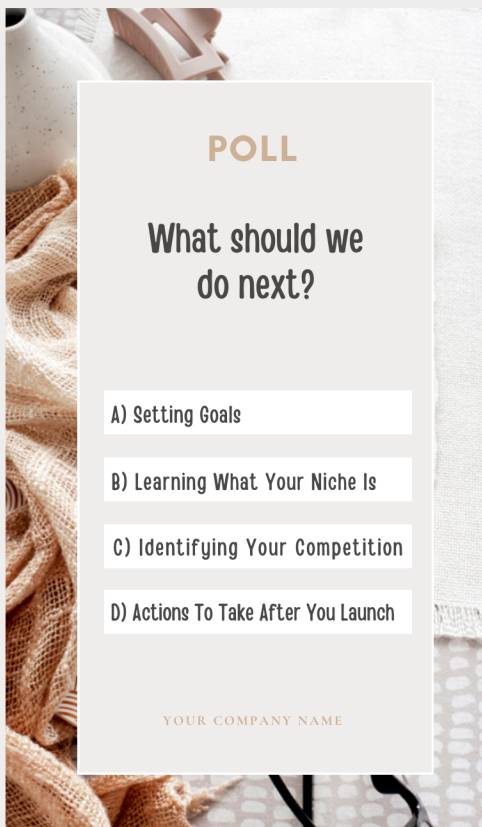
Make it a point to ask questions regularly - polls on Instagram are a really easy, fun and quick way to get to know the struggles, challenges, desires and preferences of your audience.

Keep it really simple e.g.:

"When it comes to planning your social media for the week, what's your biggest frustration?"

Option 1: Coming Up With Ideas

Option 2: Posting Content Consistently



NOTES:

Tip: Instagram Stories makes polls super easy with one-click answers that will allow you to view real-time data. You can learn a lot about your audience.

DAY 4

5 easy steps that will help all your clients succeed.

Add a little bit of body text here.



MARKETING

YOUR COMPANY NAME

BRANDING

3 TIPS FOR TAKING BETTER PHOTOS

✓ **Shooting with natural light**
Shoot with the light source (the sun) to the side or behind your subject. It will add depth and interest.

✓ **Extra Batteries are essential**
Whether shooting with a camera or smartphone, keep an extra battery (or portable charger) with you always.

✓ **Practice.Practice.Practice.**
Take pictures everyday. Experiment with different styles so you can learn what your 'voice' is.

CLICK LINK IN BIO TO LEARN MORE ABOUT TAKING BETTER PHOTOS.

YOUR NAME HERE

4 Tips for living a healthier lifestyle

- ✓ Walk every day.
- ✓ Drink plenty of water.
- ✓ Eat your fruit & Veggies.
- ✓ Take time for yourself.



SHARE VALUABLE TIPS

Share some valuable tips related to your products, services or the problems that you help your audience to solve. You can share short tips in your image and then go into a bit more detail in your caption.

In order to generate engagement and start conversations, ask your audience which was their favourite tip, what they found most useful or if they want more detailed information about a particular tip.

This should start to spark ideas for the kind of content you could create in future.

NOTES:

DAY 5



SHARE A STORY

Share a story and relate it back to your business or the problem that you help your audience to solve.

The story can be about you, a client of yours or even someone famous or someone you know about.

Ask your audience if they have faced the same struggles and what they have tried to overcome it.

You can share a selfie or image and tell your story in the caption or get on camera and record a simple video.

NOTES:

DAY 6



THIS OR THAT

Let me know in the comments which team you're on!



YOUR COMPANY NAME



Let me know in the comments which side you're on!

MAKE FRIENDS WITH YOUR AUDIENCE

Get to know your audience even better today while also generating engagement by asking them 5 simple “this or that” questions that are extremely easy to answer and don't even relate to your business.

This is just about building the “know, like and trust” factor with your audience and getting to know them like a friend.

Here are some examples:

- Taylor Swift or Beyonce
- Instagram or Tik Tok
- Coffee or Tea
- Night Out or Night In
- Book or Kindle
- The City or The Beach

NOTES:

DAY 7



SHARE AN INSPIRATIONAL QUOTE

Inspirational quotes work really well on social media and can generate lots of engagement and shares.

Find an inspirational quote that really resonates with you and that will resonate with your audience too.

Share it with your audience, let them know why this quote means so much to you and find a way to relate it back to your offer.

Remember to leave a call to action at the end of your caption: what would you like your followers to do? Like, comment or share?

SWEATPANTS

AND GRIT, BABY.

YOUR COMPANY NAME

NOTES:



DAY 8

YOUR COMPANY NAME

What do you need help with the most?

Pain Point A

Pain Point B



What worries you the most about launching?

Pain Point A

Pain Point B

YOUR COMPANY NAME



What's your biggest struggle with posting on social media?

Pain Point A

Pain Point B

YOUR COMPANY NAME

ASK YOUR AUDIENCE A QUESTION

Ask your audience a question related to the pain points, struggles or frustrations they might be feeling where you offer some kind of solution.

This is a great way to learn more about your audience and to help shape what should go into your products or services.

Make it a simple question that gets people to think about the topic, how they feel about the problem and how amazing it would be to find a solution!

You can share this on your main feed or using the Poll sticker feature in Instagram Stories.

NOTES:

DAY 9

GOING INTO
FRIDAY LIKE:



@YOURHANDLE

ME: I WILL START MY DAY WITH
A POSITIVE ATTITUDE

ALSO ME:



@YOURHANDLE

WHEN YOUR FRIEND TRIES TO
CONVINCE YOU THAT A WALK
WOULD BE GOOD FOR YOU.



@YOURHANDLE

**SHARE A FUNNY MEME
THAT YOUR AUDIENCE
CAN RELATE TO**

Memes are an incredible way to get engagement because they touch on the thoughts, feelings and struggles that your audience faces in an entertaining way!

Your challenge for today is to either find a meme from another account that applies to your industry and that will really resonate with your audience or to create one yourself by pairing a struggle with a funny image or gif.

If you are reposting someone else's content remember to ask for their permission first and then tag them in your post too!

NOTES:

DAY 10

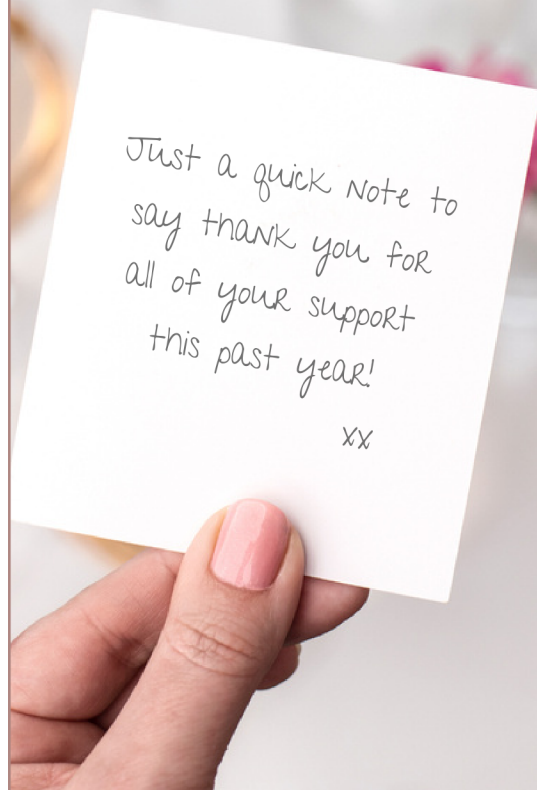
WRITE A PERSONAL NOTE TO YOUR AUDIENCE

This is such a fun, original and sentimental way to make a really personal connection with your audience.

Write out an inspirational quote or a personal message to your audience on a piece of paper and post a photo of that hand-written note to give it a really personal touch.

Share a message to inspire, make a personal confession or let them know you're there for them.

NOTES:



Just a quick note to
say thank you for
all of your support
this past year!
xx

DAY 11

MYTH

Add the MYTH relevant to your industry here

FACT

Add the FACT relevant to your industry here

SHARE A COMMON MYTH OR MISCONCEPTION FROM YOUR INDUSTRY

Share a common myth or misconception that people have in your industry and explain what the real truth is.

This will help your audience to start shifting their perspective and to recognise your knowledge or experience in this field.

YOUR COMPANY NAME

DID YOU KNOW?

Add the MYTH relevant to your industry here

MYTH

OR

Add the FACT relevant to your industry here

FACT

NOTES:

MYTH OR FACT

MYTH

Add the MYTH relevant to your industry here

OR

FACT

Add the FACT relevant to your industry here

YOUR COMPANY NAME

DAY 12

3 KEY MARKETING DO'S

✓ **Lorem ipsum dolo.**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt mmodo consequat.

✓ **Lorem ipsum dolo.**
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✓ **Lorem ipsum dolo.**
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YOUR COMPANY



DO THIS, NOT THAT

This is all about sharing valuable tips for your audience related to your products or services, by also sharing what NOT to do along with what you SHOULD do.

Graphics like these are really shareable and saveable because they are so useful and engaging, so definitely try this one out!

When you share valuable content like this, remember to add a call to action for your audience to engage with you in some way: comment, like, sahe or save.

3 KEY MARKETING DON'TS

✗ **Lorem ipsum dolo.**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt mmodo consequat.

✗ **Lorem ipsum dolo.**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt mmodo consequat.

✗ **Lorem ipsum dolo.**
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LEARN MORE AT YOURCOMPANY.COM

NOTES:

5 KEY MARKETING DO'S & DON'TS

✓ DO

Know Your Audience

Set Attainable Goals

Be Consistent

Optimize for Mobile

Create Engaging Content

✗ DONT

Ignore Client Experience

Ignore Your Website

Ignore your email List

Value Quantity over Quality

Do It All Yourself.

LEARN MORE AT YOURCOMPANY.COM

DAY 13

GIVE YOUR AUDIENCE A CHECKLIST

Who doesn't love a good checklist?

Just like the "DO This Not That" posts - these posts tend to do extremely well because they provide quick value and can motivate people to want to share them!

Thinking of the topic related to your business, products or offers, create a simple checklist that you know your audience will find really valuable and don't forget once again to add a call to action: like, comment, share or save.

NOTES:



DAY 14

6 DAYS Joy Challenge

DAY 01 GO FOR A LONG WALK	DAY 02 DO SOMETHING NICE FOR A STRANGER	DAY 03 WRITE A GRATITUDE LIST
DAY 04 PAMPER YOURSELF	DAY 05 CALL OR MEET UP WITH AN OLD FRIEND	DAY 06 DECLUTTER SOMETHING YOU'VE BEEN AVOIDING

COME BACK AND SHARE WITH US BELOW ON HOW IT WENT!

CHALLENGE YOUR AUDIENCE

This is such a fun post idea to encourage your audience to engage with you and to share the post!

Edit the graphic with fun ideas related to your expertise, your industry or your product with a small challenge that your audience can do every day for the next few days.

Invite people to comment back on the post after they have finished the challenge and share how it went!

6 DAYS Self Care Challenge

DAY 01 DANCE LIKE NO ONE IS WATCHING	DAY 02 DO HALF AN HOUR OF YOGA/PILATES	DAY 03 DO SOMETHING CREATIVE
DAY 04 WATCH YOUR FAVOURITE MOVIE /OR READ BOOK	DAY 05 HAVE A LONG BUBBLE BATH	DAY 06 WATCH THE SUNSET WITH A FRIEND

COME BACK AND SHARE WITH US BELOW ON HOW IT WENT!

NOTES:

6 DAYS SOCIAL MEDIA CHALLENGE

DAY 01	CREATE A POSTING STRATEGY FOR THE NEXT 30 DAYS
DAY 02	RESEARCH THE BEST TIMES/DAYS TO POST ON EACH SOCIAL MEDIA PLATFORM YOU USE
DAY 03	ENGAGE! DIRECTLY REPLY TO GENUINE COMMENTS, QUESTIONS AND DM'S FOR THE NEXT MONTH.
DAY 04	TELL A STORY BY CREATING COMPELLING IMAGES OR VIDEOS & THEN ADD THEM TO YOUR POSTING CALENDAR
DAY 05	CREATE POSTS THAT ENCOURAGES A RESPONSE (LIKE THIS ONE!) & ADD THEM TO YOUR POSTING CALENDAR
DAY 06	CREATE A GIVEAWAY OR CONTEST TO GET VIEWERS TO JOIN YOUR EMAIL LIST. ADD TO YOUR POSTING CALENDAR.

COME BACK AND SHARE WITH US BELOW ON HOW IT WENT!