



30 day social media challenge

FOR THE ASPIRING MUM BOSS!



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introduction



What This Challenge Can Do for Your Business

Completing a 30-day social media challenge might just be the game changer your small business needs! It's not just about being seen online; it's about creating a consistent voice for your brand, building real connections with your customers, and watching your efforts translate into loyalty and increased sales.

Why Social Media Matters for Small Businesses

For a small business, social media is the perfect way to shout about what makes them unique, to bond with their community, and to grow without breaking the bank on pricey advertising. It's where customers are hanging out and where they're talking about what they love (or don't!). If a business isn't on social media today, they're missing out on genuine conversations and connections that can drive their growth. Use this challenge to help boost your online presence and build a community for your own small business.

our favourite tools

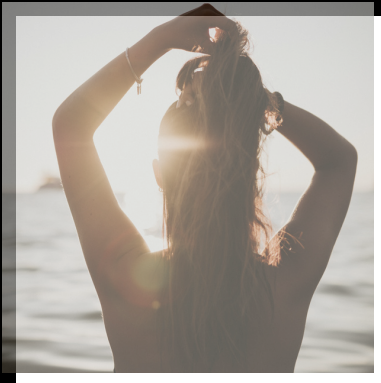
The tools we love and recommend



CANVA - DESIGN SOFTWARE

- Full of social media post templates
- Get brand inspiration
- Design anything you need easily!

WWW.CANVA.COM



AIRTABLE - CONTENT PLANNING

- Use their built in content calendar
- Spreadsheet style database to keep track of your posts and schedule.

WWW.AIRTABLE.COM



META BUSINESS SUITE

- Create & schedule posts
- See useful insights
- Connect with your audience easily

BUSINESS.FACEBOOK.COM

challenge outline

Here's a summary of the tasks you'll be undertaking in the upcoming 30 days! Print this out to mark off the days or revisit it whenever you need a quick reference.

01 Audit Your Social Media Presence	02 Determine Your Target Audience	03 Content Calendar Creation	04 Choose Your Platforms Wisely	05 Create Engaging Profile Bios
06 Visual Branding	07 Plan a Week of Content	08 User Engagement	09 Share User-Generated Content	10 Go Live!
11 Analyse Your Growth	12 Run a Poll	13 Curate Content	14 Start a Hashtag Campaign	15 Storytelling Day
16 Explore Stories & Highlights	17 Collaborate with a Fellow Business	18 Testimonials & Reviews	19 Create a Video Post	20 Q&A Session
21 Reflect on Weeks 1-3	22 Host a Giveaway	23 Promote a Blog or Article	24 Spotlight a Team Member	25 Share a Fun Fact or Trivia
26 Create a Carousel Post	27 Explore Paid Advertising	28 Share a Customer Spotlight	29 Product & Service Promotion	30 Evaluate the Challenge

social media success awaits



Your 30 Day Social Media Challenge

Welcome to your 30-day social media journey!

Here's to optimising your online presence and achieving incredible growth. Let's make the next 30 days count!

Day One

audit your current social media presence

Welcome to Day One of our course. Before we dig deeper, it's essential to start with a clear understanding of where you currently stand. An audit is a perfect way to take stock of your current digital footprint. Use the stats recorder we have provided to note down yours.

When was the last time you took a good, hard look at all your social media profiles?

With the hustle and bustle of daily life, it's not uncommon for these profiles to fall by the wayside. However, just as you'd spring clean your home, it's time to spruce up your online space.

Steps to follow:

1. **List Your Profiles:** Start by jotting down every social media profile you own. This could be everything from Facebook, Instagram, and Twitter, to LinkedIn, Pinterest, and any niche platforms you might be on.
2. **Activity and Engagement:** Make a quick note about your recent activity on each platform. How often are you posting? What kind of engagement are you seeing on your posts? Are you more active on some platforms than others?

Checklist:

- Profile Picture:** This is the first thing people see. Ensure your profile picture is recent, clear, and professionally appropriate.
- Cover Photos:** Your cover photo is another visual representation of who you are or what your brand stands for. Make sure it's updated to reflect any recent changes or campaigns.
- Bio and Description:** Your bio is your elevator pitch to the digital world. Is it crisp, clear, and up to date? Does it tell users who you are, what you do, and what value you offer? Ensure it's optimized with relevant keywords and phrases.
- Activity Level and Engagement Insights:** After noting down your general activity and engagement, dig deeper. Use the platform's analytics (if available) to get more detailed insights. How many likes, shares, or comments are you getting on average? Are there specific posts that outperform others?

Once you've gone through this audit process, take a moment to reflect. Celebrate the areas where you're thriving and acknowledge the areas that need improvement. Tomorrow, we'll delve deeper into creating a strategy based on your audit findings.

Social Media Stats

Platform Name:

Audit Date:

Account Handle:

Demographics

Male:

Female:

Location:

Age Range:

High Performing Content:

Insights

Followers:

Engagement:

Platform Name:

Audit Date:

Account Handle:

Demographics

Male:

Female:

Location:

Age Range:

High Performing Content:

Insights

Followers:

Engagement:

Platform Name:

Audit Date:

Account Handle:

Demographics

Male:

Female:

Location:

Age Range:

High Performing Content:

Insights

Followers:

Engagement:

Day Two

Determine Your Target Audience

Welcome to Day 2! By identifying your target audience, you'll be more equipped to create content that resonates and truly matters to your ideal clients.

The essence of impactful marketing lies in understanding your audience intimately.

It's not just about broad demographics but diving deep into their aspirations, habits, and values. Today, we're going to create a detailed portrait of your ideal audience, customers or clients.

Steps to Follow:

- 1. Brainstorm Session:** Grab a piece of paper, a digital notepad or use the next sheet. Begin brainstorming about who your ideal audience member or customer is. Think about past interactions, reviews, feedback, or any data you might have.
- 2. Personalize Your Approach:** Instead of thinking about your audience as a vague group, imagine them as a single person. What are their daily routines? What problems can you solve for them? This personalised approach can bring clarity.

Checklist:

- Age Group:** Are you targeting young millennials, tech-savvy Gen Zs, or perhaps the experienced Baby Boomers? Identifying the age group can help tailor your content and messaging.
- Interests:** What captivates your audience? Are they into technology, fashion, outdoor adventures? What problems can your service or product solve for them and how does that fit into their interests? Knowing this can dictate the style and substance of your content.
- Location:** Is your audience local, spread across the country, or perhaps global? The location can influence the time you post, the cultural references you make, and even the language and tone you adopt.

As you come to the end of this task, you should have a vivid picture of who you're trying to reach. Knowing your audience means you can serve them better, meet their needs, and create lasting connections. It's more than just marketing – it's about forming relationships.

Hold onto this as we journey through the next stages of our course. It will be a touchstone, a reminder of why you do what you do, and for who.

Day Three

Content Calendar Creation

Welcome to Day 3! By now, you've audited your online presence and honed in on your target audience. With this foundation in place, it's time to start on one of the most essential tools in social media: the content calendar.

Task: Plan Your Monthly Content Flow

Consistency is key in the digital world, but it shouldn't come at the cost of quality. With a well thought out content calendar, you can ensure you're delivering valuable, engaging content at the right time. Today, you'll map out the different types of posts to maintain a diverse and engaging feed.

Steps to Follow:

1. **Plan Your Month:** Visualise your month ahead. Are there any special events, holidays, or milestones? Use these as anchor points around which you can create content.
2. **Categorise Your Posts:** While diversity keeps the audience engaged, a certain predictability also assures them. By setting categories for each week, your followers will have something to look forward to.

Checklist:

- Weekly Promotional Post:** These are your bread and butter. Whether you're launching a product, offering a discount, or just showcasing what you offer, these posts remind your audience of the value you bring. Remember, promotional doesn't mean pushy. Aim to provide value in every post.
- Customer Testimonials:** Word of mouth in the digital era comes through testimonials. Share quotes, stories, or even short video clips of happy customers. This not only builds trust but also creates a sense of community.
- Behind the Scenes Content:** Peel back the curtain and give your audience a glimpse of the magic that happens behind the scenes. Whether it's a day in the office, the making of a product, or a team celebration, this content humanises your brand and creates a deeper connection.

content calendar.

Use this to jot down some ideas to keep your posting schedule consistent and ensure nothing is missed. We have started some for you.

01 Weekly Promotional Post	02 .	03 .	04 .	05 .
06 .	07 .	08 .	09 .	10 .
11 .	12 .	13 .	14 .	15 .
16 .	17 .	18 Customer Testimonial	19 .	20 .
21 .	22 .	23 .	24 .	25 .
26 .	27 .	28 .	29 .	30 Behind The Scenes

Day Four

Choose Your Platforms Wisely

Welcome to Day 4! As there are so many social media platforms these days, not every one will be a match for your brand or message. Spreading yourself too thin can dilute your effectiveness. Today, we'll ensure you're on the platforms where your target audience are most active.

Task: Choosing The Right Platforms

While it's tempting to have a presence everywhere, it's more crucial to have a presence of value where it matters most. By honing in on 2-3 key platforms, you can invest your energy more wisely and achieve better results.

Steps to Follow:

1. **Research and Reflect:** Based on your target audience portrait from Day 2, look at into where they're most active. Are they professionals networking on LinkedIn, or are they creatives scrolling through Instagram? Etc.
2. **Quality over Quantity:** Once you've identified potential platforms, think about your content and how it might fit. A highly visual brand might thrive on Pinterest, while a tips and blogged based business might thrive on Facebook or LinkedIn.

Checklist:

- Researched Primary Platform:** This will be your main stage, the platform where you expect the most engagement and where you'll likely invest the majority of your efforts.
- Researched Secondary Platform:** Diversity is crucial. While this platform might not be your primary, it still offers valuable touchpoints with your audience. It's your chance to reach segments of your audience you might otherwise miss.
- Set Up or Optimized Profiles for Chosen Platforms:** Now that you've made your choices, ensure your profiles are either set up (if you're new to the platform) or optimized (if you already have a presence). Remember the lessons from Day 1; profile pictures, cover photos, and bios need to be on point.

Day Five

Create Engaging Profile Bios

Here we are at day 5! Today we will look at your bios, why they are so important and how to optimise yours to grab your audiences attention.

Task: Creating an Inviting Bio for Your Business

A bio shouldn't just be a statement of facts. It should be an invitation and a reason for your audience to dive deeper. Each platform might have different word limits or audience expectations, but the core of your message should remain consistent.

Steps to Follow:

1. **Start with Your Why:** Why does your business exist? What problem does it solve or value does it add? Your USP (Unique Selling Point) should be the anchor of your bio.
2. **Adapt to the Platform:** A LinkedIn bio might be more professional, while an Instagram bio could be a bit more relaxed. Adjust the tone, but keep the core message consistent.

Checklist:

- Included Business USP (Unique Selling Point):** Your USP sets you apart and is the heartbeat of your brand. Whether you offer the fastest service, a unique product, or unmatched expertise, ensure this shines through.
- Incorporated Relevant Keywords:** Keywords aren't just for SEO; they help users understand your domain and expertise. Incorporate words or phrases that resonate with your industry and offerings.
- Added a Call to Action:** A bio should not just be informative but also actionable. Whether it's "Visit our website," "Shop the latest," or "Book a consultation," guide your audience on the next steps.

Creating a great bio is about getting your audiences attention and showing them the next steps to either buy a product or book a service with you. As you fine-tune your bios across platforms, you're not just listing facts; you're telling a story, setting a stage, and inviting your audience to become a part of your journey.

Day Six

Visual Branding

Stepping into Day 6, we delve into a realm where 'seeing is believing.' In the vast and ever-scrolling world of social media, your visual branding is often your first impression. It's more than just aesthetics; it's about creating a memorable identity that leaves your audience wanting more.

Task: Set Your Visual Identity

When audiences see consistent imagery, colors, and designs associated with your brand, it creates a sense of familiarity and reliability. Today, you'll learn how to use visual consistency across your chosen platforms.

Steps to Follow:

1. **Review and Reflect:** Take a moment to review your existing visuals across platforms. Do they tell a cohesive story, or do they appear disjointed?
2. **Visual Elements Inventory:** Make a list of all the visual elements you have – logos, graphics, brand colors, etc. This inventory will be your reference point.

Checklist:

- Logo Uploaded on All Profiles:** Your logo is the flag bearer of your brand. Make sure it's clearly displayed and adapted correctly to each platform's dimensions.
- Consistent Color Palette:** Whether you're going for calm blues or energetic reds, maintain a consistent color palette that aligns with your brand's voice and message.
- Chose a Consistent Font/Style for Graphics:** Typography speaks volumes. Whether it's bold and assertive or soft and elegant, choose a font or style that complements your brand and use it consistently across graphics and creatives.

As visuals are often the starting point with your audience, the efforts you've made today will be rewarded by engagement and recognition over time.

Make sure to stay consistent with it and make a note of colours used, images etc. You can do this using the brand kit in Canva (Pro account only)

Day Seven

Plan a Week of Content

Welcome to Day 7! A week into our journey, it's time to plan for the upcoming week. Planning ahead will save you so much time, ensure you are posting consistently and that nothing is missed.

Task: Planning a Week of Content

Today, you'll be drafting, arranging, and scheduling your content to create an engaging posts for your audience. Use the insights, tools and notes you have created so far.

Steps to Follow:

1. **Key Dates and Topics:** Consider any themes or key dates for the week. Is there a holiday? A company milestone? A trending topic in your industry?
2. **Create Posts and Captions:** Using your content calendar, create each posts graphic and caption ensuring it fits with the theme or goal. You can use Canva for post templates and Chat GPT for captions.

Checklist:

- 7 Posts with Relevant Captions and Hashtags:** Make sure you have a mix of content types, all accompanied by engaging captions. Use relevant hashtags to increase the chance of you post being discovered and tap into larger conversations.
- Scheduled Posts Using a Tool or Platform's Scheduler:** Save time by using scheduling tools. Whether it's Hootsuite, or a Meta Business Suite, plan out the week so that each post goes live at the optimal time.

Day Eight

User Engagement

As we step into Day 8, we're shifting our focus from broadcasting to building relationships. True success on social media is not just measured by likes and follows but by meaningful interactions and lasting relationships.

Task: Making Connections on Your Primary Platform

Having a great post is just the beginning; what follows is equally crucial. Engagement is a two way street. By actively interacting with users, you not only increase visibility but also build a community where users feel seen, heard, and valued.

Steps to follow:

1. **Active Browsing:** Navigate through your primary platform's feed, seeking out posts that resonate with your brand or personal values. Engage authentically, offering genuine comments and reactions.
2. **Notification Check:** Regularly check your notifications. Acknowledge comments, replies, and mentions. This proactive approach shows you're attentive and care about your audience's input.

Checklist:

- Liked and Commented on Relevant Posts:** By engaging with other posts, you're not only building a network but also staying updated with current trends and conversations.
- Responded to Comments on Your Posts:** Each comment on your post is an opportunity to build a deeper connection. Whether it's a simple 'thank you' or a more elaborate response, acknowledge your audience's effort to engage.
- Engaged with Influencers or Businesses in Your Niche:** Building relationships with influencers or fellow businesses can pave the way for collaborations, partnerships, or simply a mutual exchange of value.

Day Nine

Share User-Generated Content

Hello on Day 9! Let's dive into the world of UGC, where your brand and audience collaborate in content creation.

Task: Empowering Your Community to Be Storytellers

Your community isn't just a group of passive consumers; they're active participants, storytellers, and brand ambassadors. By encouraging and sharing their content, you're showing a genuine appreciation for their contributions.

Steps to follow:

1. **Set the Stage:** Create clear guidelines on the kind of content you're looking for. Whether it's unboxing videos, product reviews, or creative uses of your product, let your community know.
2. **Showcase and Celebrate:** As UGC rolls in, ensure you share it. This not only rewards those who participated but also inspires others to join in.

Checklist:

- Created a Branded Hashtag for User Submissions:** A branded hashtag is your community's ticket to the UGC party. It makes content discovery easier and allows users to see how others are participating.
- Shared UGC on Your Profile with Proper Credits:** Always give credit where it's due. Not only is it ethical, but it also acknowledges the creator's effort and makes them feel valued.
- Thanked Users for Their Content:** A simple thank you can go a long way. Whether it's a shoutout in the post, a comment, or a personal message, make sure you express gratitude.

User-Generated Content is more than just free content; it shows the bond between a brand and its community. When a user takes the time to create and share something related to your brand, it signifies trust, appreciation, and loyalty.

Day Ten

Go Live!

Hello on Day 10! Today, we're looking at one of the most interactive feature of social media: live streaming. Going live is more than just turning on the camera; it's an opportunity to create interest, transparency, and genuine connection.

Task: Going Live!

Whether you're showcasing a new product, giving a behind-the-scenes tour, or hosting a Q&A session, the live format allows for direct and instant interaction with your audience.

Steps to follow:

1. **Plan but Be Ready to Pivot:** While it's crucial to have a structure for your live session, be prepared for spontaneity. The charm of live streaming is in the unexpected moments and genuine reactions.
2. **Promotion is Key:** Ensure your audience knows about your live session in advance. Tease the topic, create countdowns, and build anticipation.

Checklist:

- Promoted the Live Session in Advance:** Use stories, posts, and even other platforms to ensure maximum attendance. The more the merrier!
- Prepared Talking Points:** While spontaneity is lovely, it's important to have a clear agenda or list of talking points to keep the session focused and value packed.
- Engaged with Viewers During the Session:** The beauty of going live is the two way conversation. Respond to comments, greet viewers by name, and ensure you create an interactive atmosphere.

Day Eleven

Analyse Your Growth

Welcome to Day 11! Today, we shift our focus from creation to reflection. It's important in the digital landscape to not only move forward but also to periodically review our progress. Using the data and analytics, let's evaluate how your brand has performed over the past ten days.

Task: Analyzing Data to Find Insights

Numbers and graphs aren't just statistics; they show trends and highlight areas for improvement. By examining your analytics, you're identifying patterns and potential opportunities.

Steps to follow:

1. **Review and Understand:** Start by checking the analytics or insights section of your platform. Learn about the different metrics and their meanings.
2. **Analyze and Interpret:** Look closely at the data. Which posts had the most interactions? Were there specific days with increased follower growth? Try to understand the reasons behind these numbers.

Checklist:

- Monitored Follower Growth:** Look at the changes in your follower count to understand the effect of your content and engagement methods.
- Checked Post Interaction:** Instead of just counting likes, consider comments, shares, saves, and overall reach. This provides a better understanding of your content's impact.
- Identified Improvement Points:** Every journey has its challenges. Identify where you can do better. These moments are chances to learn and adjust.

Knowing your past helps you plan your future. Appreciate the progress made, learn from experiences, and prepare for what's next.

As we continue, keep in mind that growth involves strengthening relationships, improving strategies, and staying true to your brand's values. Here's to ongoing growth and adaptation in the digital world!

Day Twelve

Run a Poll

Hello on Day 12! Today, we're exploring polls and surveys. More than just collecting opinions, polls encourage participation, build community engagement, and offer insights directly from your audience.

Task: Gathering Audience Feedback

Polls and surveys give you immediate access to your followers' opinions. They help you understand your audience's views, enabling you to adjust your content and approach accordingly.

Steps to follow:

1. **Create the Question:** Come up with a question that matches your brand or recent content and engages your audience. Whether it's about a new product or current trends, make sure it's relevant.
2. **Review and Respond:** Once the poll is over, look at the outcomes. What was the common response? Any unexpected feedback? Use this data to guide your upcoming content and choices.

Checklist:

- Formed a Clear Question for Your Audience:** Ensure your question is straightforward and relevant. Aim for engagement by making it relatable.
- Shared Poll Outcomes:** Being open about the results emphasizes the value of your audience's input and underscores its significance.
- Applied Insights to Upcoming Content:** The main goal of a poll is to gather useful feedback. Use the information to refine products, modify your content approach, or better understand your audience's preferences.

Day Thirteen

Curate Content

Hello on Day 13! Today, we'll focus on the broader digital landscape. While producing your own content is important, sharing and highlighting valuable content from others can also make a difference.

Task: Highlighting Others & Sharing Quality Content

Curating content is more than mere reposting. It's a deliberate act of choosing and showcasing content that aligns with your brand and serves your audience. When you share curated materials, you convey to your audience that you value excellence, no matter where it comes from.

Steps to follow:

1. **Explore and Choose:** Navigate through your online networks and identify content that aligns with your brand's values. This could be an insightful article, an engaging video, or a meaningful quote.
2. **Share Thoughtfully:** When you repost, add a personal perspective or insight. Explain the reason for sharing and its significance. Ensure your audience understands the intention behind each shared piece.

Checklist:

- Selected 3 Items for Weekly Sharing:** Distribute your chosen content over the week. This creates a good balance between your own posts and curated ones, offering a varied content experience.
- Acknowledged Original Sources:** It's important to respect creators by attributing their work. Always give proper credit, highlighting the original source.
- Added Your Own Take on Curated Content:** Adding your insight or viewpoint to shared content sets it apart and aligns it with your brand's voice. This could be a comment, reflection, or even a question for your followers.

Content curation highlights the collaborative nature of the online space. By sharing, you're essentially saying, "I value others' contributions and want to share their insights with my community."

As we progress, remember that acknowledging others' work increases the vast digital network of ideas and relationships. Here's to further exploration, sharing, and communal development!

Day Fourteen

Start a Hashtag Campaign

Hello on Day 14! Today, we'll dive into the impactful world of hashtag campaigns.

Let's design a hashtag that captures the spirit of your brand and engages your audience effectively.

Task: Creating a Hashtag for Engagement

Designing a hashtag goes beyond just combining words. It aims to capture a feeling, a cause, or a directive. Your hashtag should motivate engagement, leading to a surge in content from users that bolsters your brand's presence.

Steps to Follow:

- 1. Ideation Phase:** Determine the purpose of your campaign. Are you aiming for increased visibility, active user participation, or sharing user experiences? Once you have a goal in mind, think of memorable yet relevant hashtags.
- 2. Promote the Hashtag:** After finalizing your hashtag, introduce it with a dedicated post. Explain its purpose and motivate your audience to participate.

Checklist:

- Devised a Catchy Hashtag:** Ensure your hashtag is easy to recall, simple to type, and resonates with your campaign's theme. The best hashtags are memorable and encourage interaction.
- Introduced the Hashtag Across Your Channels:** Use eye catching graphics and strong descriptions to present your hashtag. Clearly state its significance and how followers can join in.
- Interacted with Active Participants:** When users contribute using your hashtag, engage with them. Liking, commenting, sharing, and highlighting top posts not only acknowledges their effort but also encourages more participation.

Day Fifteen

Storytelling Day

Hello on Day 15! Today, we're diving into the age-old art of storytelling. Even in the fast-paced world of social media, a good story can grab attention and foster connections. Let's explore the core of your brand and share narratives that relate, touch, and motivate.

Task: Sharing Your Brand's Core Story

Every brand carries its own story, marked by ups and downs, achievements, and aspirations. Relaying this tale isn't just about giving facts; it's about creating connections and creating understanding with your followers.

Steps to follow:

- 1. Identify Key Moments:** Think back to the significant milestones in your business journey. Was it the initial idea, overcoming a tough obstacle, or maybe a memorable feedback from a customer?
- 2. Pair Text with Imagery:** Enhance your story with fitting visuals. These could be old photos, short video clips, or graphics made in Canva.

Checklist:

- Developed an Engaging Story:** Your narrative should resonate with readers, allowing them to connect with your journey. Be genuine and heartfelt in your storytelling.
- Incorporated Relevant Visuals:** Images and videos give depth to your words. Make sure they match and elevate the narrative's essence.
- Invited Followers to Join the Conversation:** Make storytelling interactive. Encourage your audience to share their own tales, experiences, or thoughts, creating more engagement.

Storytelling is a way to connect deeply. By narrating your journey, you've given your followers an insight into your brand's values and invited them to contribute to its story.

Every emotion, memory, or thought shared enriches your brand's narrative and increase trust with your audience.

Congratulations!!



you're half way
there!



This is a good time to take a look back at previous notes you have made to remind yourself of your goal.

Day Sixteen

Explore Stories & Highlights

Welcome to Day 16! Today, we're exploring the realm of 'Stories.' These temporary, 24 hour posts have revolutionized our content experience on platforms like Instagram and Facebook. They bring a sense of urgency and interaction. Let's use stories to connect, captivate, and inform.

Task: Harnessing the Short-Lived Charm of Stories

Stories are temporary posts that disappear after 24 hours. Their short duration, along with their position at the top of the feed, makes them effective for engaging users.

Steps to follow:

1. **Plan Your Content:** Organize a varied set of posts for your stories. Consider beginning with a behind-the-scenes look, showcasing a customer review or user content later, and wrapping up with an interactive poll or Q&A.
2. **Encourage Interaction:** Stories offer interactive elements. Use features like stickers, polls, and questions to prompt responses and engagement from your followers.

Checklist:

- Shared 3-5 Stories During the Day:** Posting stories at different times helps maintain visibility and keeps engagement steady. Diversity in content keeps things interesting!
- Incorporated Interactive Features like Stickers and Polls:** Such features make your stories more engaging and encourage viewers to interact.
- Added or Updated 'Highlights' on Your Profile:** Highlights serve as permanent story collections on your profile, letting you group and display essential or evergreen story content.

With stories, you've embraced the essence of real-time digital engagement, offering content in digestible, lively snippets. They allow brands to interact in a more immediate and personal manner.

Remember to save your favorite stories to highlight on Instagram so your audience can easily find them after they have disappeared!

Day Seventeen

Collaborate with a Fellow Business

Hello on Day 17! Today, we're exploring collaborations, where businesses unite to create shared value. By pooling resources and audiences, collaborations can boost visibility, support shared growth, and provide unique benefits to your audience.

Task: Creating Connections via Business Collaboration

In the digital business landscape, collaborations are key. They connect different brands, promoting mutual growth and offering a wider range of value to audiences.

Steps to follow:

1. **Identify Compatible Partners:** Look for businesses that align with yours without being direct competitors. The goal is to find a partnership where both sides can gain from the collaboration.
2. **Develop a Shared Goal:** After finding a suitable partner, outline the collaboration's objectives. This could be a joint promotion, a combined giveaway, or simply reciprocal promotions. Make sure both parties have a clear understanding.

Checklist:

- Found Suitable Partners:** Look for businesses that resonate with your brand values and offerings. The right match can amplify the results of the collaboration.
- Set Clear Collaboration Guidelines:** Ensure both parties understand and agree on the terms, from promotional tactics to timelines.
- Showcased the Partnership on Your Profile:** Inform your followers about the collaboration. Use engaging graphics and clear messaging to highlight the benefits they'll receive from this joint venture.

By collaborating, you will broaden your brand's reach and demonstrated flexibility, receptiveness, and a commitment to collective growth.

Great job on recognizing the power of partnership! As we continue, keep in mind that in business, collaboration often brings greater success, diversified offerings, and wider outreach.

Day Eighteen

Testimonials & Reviews Day

Hello on Day 18! Today, we're focusing on the significant role of testimonials and reviews in building brand trust. In today's digital landscape, authentic feedback from customers can make a huge difference, influencing potential customers and reinforcing loyalty to your brand.

Task: Amplifying Genuine Customer Testimonials

Testimonials and reviews aren't just compliments; they act as endorsements, validating experiences from real users of your products or services. Highlighting these voices doesn't just market your brand—it shows the authentic relationships and positive outcomes you've created.

Steps to Follow:

1. **Select and Showcase:** From your collection of testimonials and reviews, pick those that really capture the essence and impact of your brand.
2. **Make it Easy:** Ensure it's simple for customers to share their feedback. This could be through straightforward review options on your site or reminders post purchase, streamlining the feedback process.

Checklist:

- Highlighted a Customer Testimonial:** Use engaging visuals, like a customer's picture or related graphics, and share the testimonial on your platforms.
- Prompted Happy Customers to Share Feedback:** Using posts, stories, or direct communication, encourage your customers to write about their positive experiences. Their feedback acts as powerful testimonials.
- Thank Your Reviewers:** Saying thank you is important. Make an effort to personally respond to each review, strengthening the relationship and showing your brand's appreciation.

Testimonials and reviews are the genuine reflections of your brand's impact and the trust it has built. By highlighting and valuing these voices, you will strengthen your brand's credibility and trustworthiness.

Each feedback and endorsement speaks to the quality and relationships your brand creates and they are very important for potential customers/clients.

Day Nineteen

Create a Video Post

Welcome to Day 19! Today, we're exploring the realm of video content. In a time where attention is fleeting, videos provide a rich, multi-layered experience that can relay emotions, details, and the core values of a brand in an impactful way.

Task: Harnessing the Power of Video Content

Video content combines visuals, sound, and storytelling in a cohesive presentation. Whether showcasing a product, sharing your brand's story, or offering insights, videos provide depth and engagement in a dynamic way.

Steps to Follow:

1. **Outline and Create:** Determine the main message or theme of your video. It could be a product showcase, a client testimonial, or educational content. Ensure the message is clear.
2. **Refine:** Post production, focus on editing. Remove unnecessary parts, ensure seamless transitions, and consider adding suitable background music that aligns with the video's mood and message.

Checklist:

- Produced a Crisp Video (30 secs to 1 min):** Keep your video concise, clear and with effective communication to help retain viewer interest.
- Included Captions or Subtitles:** Recognising that many people watch videos on mute, especially on mobile, adding captions ensures your message reaches everyone, with or without sound.
- Shared the Video Across Multiple Platforms:** To maximise reach, distribute your video on all your online channels, tweaking the format or duration as needed based on platform requirements.

Videos capture attention in ways that other mediums might not. They're direct, interesting and highly engaging.

Well done on leveraging the potential of video content! As we continue our journey, keep in mind to record anything that may be useful for you to use in your next video post.

Day Twenty

Q&A Session

Hello on Day 20! Today, we're delving into the realm of Q&A. These moments of direct interaction between brands and followers stand out. They add a personal touch to your online presence and pave the way for authentic relationships.

Task: Engaging in Conversations with Your Followers

Q&A sessions are not just about addressing questions; they symbolise openness, promote mutual understanding, and value community engagement. By welcoming queries, you're creating trust and deepening connections with your audience.

Steps to Follow:

1. **Prepare the Groundwork:** Set clear parameters for the Q&A. Whether it's centered on a particular product, the story of your brand, or recent updates, provide your audience with a clear focus.
2. **Collect and Categorise:** As you receive questions, sort them into groups or themes. Tackling common questions or queries helps make the session organised and more effective.

Checklist:

- Provided Advance Notice of the Q&A:** Giving your audience a heads-up helps them prepare and ensures a more engaging session.
- Anticipated Responses to Common Questions:** Being prepared for often-asked questions makes sure the Q&A runs smoothly and addresses the common questions.
- Thanked Attendees:** Recognising those who take part creates a positive atmosphere and encourages more engagement. It's a gesture that shows you value their input and time.

The Q&A session is a platform for meaningful exchanges, bridging the gap between a brand and its community. By welcoming questions, you will demonstrate more than transparency by showing your brand's dedication to open communication and community involvement.

Day Twenty One

Reflect on Weeks 1-3

Welcome to Day 21! At this point, it's beneficial to pause, review, and refine our approach. Over the past three weeks, we have been on through content generation, active engagement, and strategic exploration. Today, let's use the time to set the direction for the future.

Task: Refining for Future Progress

Reflection acts as a guidepost for growth. By assessing the past weeks, you're not only measuring achievements but also gathering valuable insights, identifying trends, and determining areas for improvement.

Steps to Follow:

1. **Analyse the Analytics:** Begin by reviewing the insights on your platform. Dig deeper than just the basic numbers, searching for emerging patterns, user behaviors, and notable trends from the past weeks.
2. **Compare with Goals:** Match your results against the objectives you initially set. Celebrate the successes and recognise areas that may need fine tuning or reevaluation.

Checklist:

- Reviewed High-Impact Content:** Take note of the content or campaigns that had the most traction with your audience. Look into the reasons for their success to inspire future content strategies.
- Highlighted Areas of Improvement:** Were there topics or angles you missed out on? Did you identify any unmet needs of your audience? Recognising these areas will help refine your content plan moving forward.
- Outlined Objectives for the Next Week:** Armed with your recent findings, define your goals for the upcoming week. Whether you would like boost to engagement levels, broaden reach, or mix up content, make sure they are specific, measurable, and in line with your overall brand goals.

After three weeks, your digital presence should have grown with quality content, valuable insights, and strengthened relationships. By assessing the journey so far, you're positioning yourself to move forward with clearer insights and renewed energy.

Day Twenty Two

Host a Giveaway

Welcome to Day 22! Today, we're exploring the world of giveaways, a tried-and-true method to energise your audience, appreciate your dedicated followers, and draw in new ones.

Giveaways can create a buzz, elevate engagement, and build a tighter bond with your community.

Task: Creating a Compelling Giveaway

Organizing a giveaway is a mix of giving back and smart planning. It's a way to thank your followers, mark big moments, and get more people to notice your brand in a fun way.

Steps to follow:

1. **Set the Rules:** Clearly state what the giveaway is about, how to join, and when it ends. This makes things easy for everyone and builds trust.
2. **Promote It Well:** Share the giveaway with fun pictures and catchy words. The more fun it seems, the more people will want to join.

Checklist:

- Set Clear Rules and Rewards:** Be upfront about how to enter, who can join, and what they can win to keep things transparent and fair.
- Shared the Giveaway Everywhere:** Use all your channels! Post about the giveaway on all your social media to let as many people as possible know about it.
- Interacted with Those Who Joined and Picked a Winner:** After the giveaway ends, chat with those who took part and thank them. Then, pick the winner and share the good news, making it a fun moment for everyone.

Giveaways are a fun way to engage and thank your followers. By doing one today, you've brought attention to your brand and showed your audience you appreciate them.

Well done on the giveaway! As we go forward, remember each interaction, whether it's joining a contest or just a simple comment, shows the relationship you're building with your followers.

Day Twenty Three

Promote a Blog or Article

Hello on Day 23! Today, we're diving into content marketing, where we use words to share knowledge, spark interest, and connect with readers. Writing articles or blog posts lets you go deeper on topics, showing your brand as an expert and giving useful information to your followers.

Task: Sharing Knowledge with Articles and Blogs

Sharing an article, whether it's one you wrote or from another source, brings more depth to your online content. It lets you dive deeper into topics, show your knowledge, or point out what's new in your field.

Steps to Follow:

1. **Pick Thoughtfully:** Select an article or blog that matches your brand's message and appeals to your followers. Make sure it's well-written and informative.
2. **Hook Them In:** When you post the article, add a short summary or highlight to grab attention and encourage people to read more.

Checklist:

- Selected a Meaningful Article:** Picked an article that fits well with your brand and brings useful information to your followers.
- Gave a Quick Overview and Shared the Link:** Shared a short intro or main point from the article to catch attention, followed by the link for full reading.
- Interacted with People Who Commented:** Engaged in discussions about the article, replied to comments, and took note of any feedback or reactions. This promotes a sense of community and shows you value their input.

In the fast-paced online space, articles offer a deeper dive into topics and position your brand as knowledgeable. By sharing written content today, you've given your audience a richer understanding and highlighted your dedication to offering value.

Well done on sharing quality content! As we go forward, let's remember the importance of articles in a digital world full of quick clicks.

Day Twenty Four

Spotlight a Team Member

Hello on Day 24! Today's focus is on showcasing the faces behind your brand: your team. By introducing them, you give a human touch to your business, acknowledge the individuals who make things happen, and help your audience relate more personally to your brand.

Task: Spotighting Your Team's Talents

Every team member plays a special role in your brand's story. Their personal experiences and contributions come together to shape what your brand is today. Each one adds their own touch, making the brand more diverse and strong.

Steps to Follow:

1. **Chose a Team Member:** Pick someone (or yourself!) who truly represents your brand or has an interesting journey to share. Make sure they're okay with being featured.
2. **Share Their Story:** Write about their journey in a simple yet captivating way. Add a picture or a short video to give it a more personal feel.

Checklist:

- Select a Team Member Who's Comfortable:** Choose someone who's at ease with the idea. Some might prefer to stay behind the scenes, while others are more open to being in the limelight.
- Discuss Their Role, Experience, or Interests:** Share stories that make them relatable. This could be about their job, a past experience, or even a hobby.
- Promote Interaction with the Post:** Ask your audience to join the conversation. They might want to ask questions, share their own stories, or just leave positive feedback.

Today, by showcasing a team member, you've given a personal touch to your brand online. It reminds everyone that there are real people behind each product, post, or service.

As we move forward, it's important to note that every team member adds a distinct touch to your brand's big picture. Cheers to their contributions, enthusiasm, and the essential roles they hold in your brand's story!

Day Twenty Five

Share a Fun Fact or Trivia

Hello on Day 25! Today, we're mixing things up with some trivia. Interesting tidbits not only capture attention but also educate and relate in a fun way. It's a refreshing change to your content lineup.

Task: Fun Facts and Trivia for Light Learning

Sharing trivia isn't just about presenting a fun fact. It's about integrating a small piece of knowledge into your brand's story, sparking moments of realization for your audience.

Steps to Follow:

1. **Research Thoroughly:** Consult reliable sources, books, or experts to find trivia that aligns with your brand and catches attention. Make sure it's accurate.
2. **Share Creatively:** Trivia is meant to captivate. Incorporate eye-catching visuals, clever captions, or even interactive elements like polls or quizzes when showcasing it.

Checklist:

- Checked Trivia Authenticity:** Ensure your fact is correct and related to your industry to maintain trust.
- Presented in a Catchy Way:** Use engaging visuals, short videos, or GIFs to make the trivia interesting and memorable.
- Encouraged Feedback:** Ask your audience to share their own facts or give thoughts on yours to boost interaction.

Today, by introducing trivia, you've added a refreshing touch to your content, providing your audience with a mix of fun and learning. These bits of information, though brief, can ignite interest, discussions, and bonds.

Well done on taking the trivia route! As we move forward, let's appreciate how these light-hearted facts can attract, bond, and surprise.

Day Twenty Six

Create a Carousel Post

Hello on Day 26! Today, we're exploring the versatile realm of carousel posts. Carousels let you show more in one post, giving a deeper story with multiple images or texts. Be it displaying a product in various views, explaining a process step-by-step, or telling a story one slide at a time, carousels are a handy content tool.

Task: Creating a Carousel

Carousel posts are like online storybooks. Each slide reveals a piece of the tale, grabbing the viewer's interest and nudging them to see the next slide and then the next.

Steps to follow:

1. **Plan Your Sequence:** First, decide on the story or order. Are you highlighting product details, giving a how-to guide, or sharing customer feedback?
2. **Keep a Steady Design:** Make sure all the slides look related. Use matching colors, fonts, or design touches. The idea is to make the carousel seem like one connected story, not random parts.

Checklist:

- Chose Meaningful Images or Content:** Every slide should matter and fit the purpose. Use clear, quality pictures and relevant details.
- Wrote Catchy Captions for Each Slide:** Pictures grab the eye, but captions hold the thought. Write short, fitting captions that lead the viewer slide by slide.
- Urged Users to Explore the Carousel:** Get your audience to keep swiping. You can use teasers, fun questions, or simple nudges like "Swipe to find out more!"

Today, by creating a carousel post, you've tapped into a method that combines depth with succinctness. This approach marries storytelling with engagement, guiding your audience through a series of slides.

Day Twenty Seven

Explore Paid Advertising

Hello on Day 27! Today, we're diving into the realm of paid advertising. While natural reach has its merits, there are times when a boost is essential to stand out online. Properly executed paid ads can increase your brand's presence, encourage specific interactions, and offer a notable return on your spend.

Task: Navigating Paid Advertising Basics

Paid advertising isn't just about paying to get noticed. It's about smartly showing your brand to the right people, when it matters most, with a message that resonates. Let's break down how to achieve this.

Steps to Follow:

1. **Plan Your Budget:** Decide how much you want to invest. It might be a good idea to start with a smaller amount if you're new to this, so you can learn, adjust, and then invest more.
2. **Design and Aim:** Make an ad that fits your brand's style and message. Then, use the targeting options of the platform to make sure it's seen by the right people.

Checklist:

- Defined a Basic Advertising Budget: Clearly outline what portion of your marketing budget you're allocating for this ad campaign. Remember, it's not about spending more, but spending smart.
- Created a Simple Ad Targeting Your Audience: Whether it's a graphic, video, or carousel, ensure your ad is engaging and relevant. Leverage platform-specific tools to target based on interests, behaviors, location, and more.
- Monitored Ad Performance for Insights: Once your ad is live, regularly check its performance metrics. This will give you insights into what's working, what's not, and where you can optimize for better results.

By venturing into paid advertising today, you've amplified your brand's voice and visibility. When strategic spending meets precise targeting, it can lead to impactful interactions and conversions.

Paid advertising is not just about visibility, but about strategy, ensuring every dollar spent yields value, engagement, and growth. Here's to promotions that are purposeful, impactful, and rewarding!

Day Twenty Eight

Share a Customer Spotlight

Welcome to Day 28! Today, we shift our focus to the stars of your brand – your customers. Every loyal customer carries a story, a testament to the value you provide, the connections you form, and the impact your business creates.

Task: Your Customers in the Spotlight

Featuring a customer shows real support. Their feedback and tales help build trust with your main audience.

Steps to follow:

1. **Reach Out:** Talk to regular customers who've had good experiences with your brand. Ask if you can share their story and make sure they're okay with it.
2. **Tell Their Story:** Share their experience in a real and personal way. Add a picture of them with your product or a short clip of what they said.

Checklist:

- Got Approval:** Always check with the customer before sharing their story and make sure they've approved the content.
- Shared Their Experience:** Talk about their time with your brand, be it a big moment, a unique story, or just their overall satisfaction.
- Expressed Gratitude:** Don't forget to thank the customer. Show them that their trust and loyalty mean a lot to you.

By highlighting a customer today, you've added a real touch to your brand's story.

Business is more than just sales; it's about changes, connections, and shared experiences.

Day Twenty Nine

Product & Service Promotion

Welcome to Day 29! Today, we're zooming in on "Product and Service Promotion" – the core way brands showcase their offerings. While it's a foundational element of marketing, its influence is immeasurable, driving awareness, engagement, and conversions for your brand's latest offerings or highlighted services.

Task: Promoting Products & Services

When you've established a bond with your online community, it's time to unveil your products or services, revealing not just their features, but the heart behind them.

Steps to follow:

- 1. Create a Captivating Story:** Your product isn't just an item; it's an experience, a solution, a journey. Narrate its inception, the challenges you overcame, or the joy of satisfied customers. These tales create a bridge between brand and audience, fostering deeper connections.
- 2. Share the Benefits:** It's not about what your product is, but what it does. Whether it offers a solution to a longstanding problem or adds a touch of luxury to everyday life, highlight these benefits to resonate with potential buyers.

Checklist:

- Selected Relevant Content:** Use graphics, photos, videos, or testimonials that mirror your brand's essence.
- Used Interactive Features:** From links on your story to shoppable tags, interactive features can boost user engagement, directing traffic straight to your virtual storefront.
- Encouraged Customer Interaction:** Conversations are currency in the digital age. Encourage your followers to share or comment. This direct line of communication can offer invaluable insights and increase your brand's reach.

By using real stories and effective promotion, you're doing more than just selling a product; you're showing what your brand is all about. Being real and in-the-moment on social media can create strong bonds with your followers.

Day Thirty

Evaluate the Challenge

Welcome to Day 30! We've completed our month-long journey. Today, we'll focus on reflecting and planning for the future. Let's review what was effective, identify areas for improvement, and think about next steps to maintain your brand's presence online.

Task: Review and Set Future Goals

After a month of various strategies and engagement methods, it's important to review our progress. This evaluation will help inform our next steps and the direction we'll take in the coming days.

Steps to follow:

- 1. Review Your Data:** Check your platform's analytics to see growth trends, high engagement times, successful content, and potential areas for improvement.
- 2. Consider Audience Feedback:** Beyond just statistics, consider the feedback from your followers. Which content did they like? Have they provided any suggestions or comments?

Checklist:

- Check Growth and Likes:** Look at how many new followers you got, which posts got more likes, and what people seemed to enjoy.
- Ask Followers What They Think:** Use polls or messages to find out what your followers liked. Their opinions can help you decide what to post next.
- Plan for Next Month:** Think about what you learned this month and what your followers said. Use that to make a plan for what you'll post and do next month.
- Record Stats and Compare to Day 1:** Use the next page to record your stats as you did on Day 1 to look at how far you have come!

This 30-day challenge was not just about making posts; it was about understanding social media and how to use it effectively. By looking back today, you're recognizing all your hard work and getting ready for what's next. Well done on finishing the challenge and wanting to keep improving! Now, you have new plans to make, more people to connect with, and more success ahead. Keep going and we wish you all the best with your small business!

Social Media Stats

Platform Name:

Audit Date:

Account Handle:

Demographics

Male:

Female:

Location:

Age Range:

High Performing Content:

Insights

Followers:

Engagement:

Platform Name:

Audit Date:

Account Handle:

Demographics

Male:

Female:

Location:

Age Range:

High Performing Content:

Insights

Followers:

Engagement:

Platform Name:

Audit Date:

Account Handle:

Demographics

Male:

Female:

Location:

Age Range:

High Performing Content:

Insights

Followers:

Engagement:

You Made It!

Conclusion & Next Steps

We've spent 30 days exploring social media's many sides. We've tried different ways to make your brand stand out, connect genuinely with people, and have real conversations. This challenge wasn't just a set of tasks; it helped us see the big picture of what online platforms offer.

Every day taught us something – from the joy of sharing stories, staying true to who you are, to the excitement of chatting in real time. It's not just about numbers; it's about making real connections, sharing moments, and building trust with your followers.

What's Next?

- **Keep Checking:** Keep an eye on how your posts are doing. See which ones people like and use that info to plan.
- **Ask Your Followers:** Find out what they think. They can help you figure out what to post next.
- **Stay Informed:** Things change online all the time. Stay updated so your brand is always fresh.
- **Plan Ahead:** Use what you've learned in this challenge to plan your next posts.
- **Try New Things:** Maybe try a new site or a new kind of post. Reaching different people can be fun!
- **Connect Offline Too:** Social media is great, but remember to connect with people in real life too. Events or local projects can help your brand feel more real.

To finish, social media isn't just about talking; it's about listening, connecting, and being part of a group. Here's to more stories, more moments shared, and all the fun ahead. Thank you for taking part in this challenge!





thank you!

Remember, the world of digital products and online entrepreneurship is filled with endless opportunities waiting for those with the courage to seize them.

Now, it's your turn to take the knowledge you've gained and transform it into action.

Don't let your dreams merely be dreams; turn them into reality.

Why not start your own digital product business, share your passion and expertise with the world, and watch as your vision takes shape.

Embrace the limitless potential that awaits, and may your entrepreneurial spirit and social media know-how guide you towards success, fulfillment, and a future filled with endless possibilities.

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Katie xx