

A woman with long blonde hair, wearing a white blazer and a gold necklace with a heart pendant, is sitting at a grey table. She is holding a smartphone in her hands, which displays a butterfly image. In front of her on the table is a white cup of coffee with a latte art design and a spoon. The background shows a wooden bench and a metal pipe.

CREATING SOCIAL MEDIA  
ENGAGEMENT

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BUILDING  
CONNECTION

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INCLUDES REEL IDEAS  
+ PROMPTS  
+ HOOKS  
+ CTAS

# OPTIMIZE YOUR BIO

## **IG HANDLE**

Choose a username that's simple, recognizable, and easy to find.

## **PROFILE PICTURE**

Have a clear, readable, eye-catching profile picture that is on-brand such as your logo/shortened version of your logo or a selfie/headshot with a simple background. Be sure to choose images that are visually cohesive across all of your platforms to ensure easy brand recognition and a strong brand identity.

## **NAME FIELD**

Include who you are/your title.

Use searchable keywords so you can appear in IG search results.

## **BIO DESCRIPTION**

Create a value statement here. Highlight your niche, who you are, what you do, what problem you are solving and who you solve it for. Use emojis to create visual interest. Keep it short and sweet. (Think who, what, when, where, why).

## **CALL TO ACTION + YOUR LINK**

Include a call to action + link at the end of your bio to direct users on what to do next and invite them to take action to buy/book with you. Use a tool such as bitly to shorten your link for a cleaner look.

# PRIORITIZE HASHTAGS

Time to PRIORITIZE HASHTAGS ★★

Hashtag research is KEY to growing your audience on Instagram and massively increases the chances of your content being seen!

Here's some hashtag 101:

⚡ Utilize all 30 hashtags & sizes - IG allows you to use up to 30 hashtags per post and you should be using all 30! There are small (0-50k posts), medium (50-500k posts), and large (500k+ posts) hashtags. You can find the size of the hashtag by typing it into the search bar. If you use hashtags that have millions of posts your post will get buried.

⚡ Use niche-specific & relevant hashtags - This will ensure that the appropriate audience and potential customers will see your content.

⚡ Add location based hashtags - Locals will be better able to find your business! Important!

⚡ Rotate hashtags - If you use the exact same hashtags for every post, your content will be penalized by the IG algorithm. Check you are not using any banned hashtags by going to [metahashtags](#).

⚡ Engage with posts under the hashtags that you are using - more engagement = more reach

⚡ Check your insights - Always check your insights on each post to see what hashtags have worked for you and which ones haven't. Trial and error here is 🔑.

# CRAFTING STORIES

**Here's your comprehensive Instagram Stories strategy that covers all the essential aspects to connect with your ideal audience and convert them from crickets into customers!**

**Each day of the week will focus on a different topic, make sure to show up authentically and transparently!**

## **MONDAY - EDUCATE**

**Prompt:** Share a valuable tip or teach something related to your niche that can benefit your audience.

**\*Example:\*** "Monday Masterclass! Did you know that using specific hashtags can increase your post reach by 50%?"

Here's a quick guide on how to find the right ones for your content!"

## **TUESDAY - INSPIRE**

**Prompt:** Share an inspirational quote or story that resonates with your audience's goals and aspirations.

**\*Example:\*** "Tuesday Transformation Time! Remember, every small step you take today brings you closer to your dreams. You've got this!"

## **WEDNESDAY - BEHIND-THE-SCENES**

**Prompt:** Give a sneak peek into your daily life or the inner workings of your business to humanize your brand.

**\*Example:\*** "Midweek Madness! Today, we're taking you behind the scenes of our content creation process. It's not always picture-perfect, but it's real and authentic!"

## **THURSDAY - EMOTIONAL CONNECTION**

**Prompt:** Share a personal story or experience that evokes an emotional response and encourages relatability.

**\*Example:\*** "Thoughtful Thursday! Let's talk about the moment I realized that even small wins can lead to huge successes. Share your journey too!"

## **FRIDAY - TRUST BUILDING**

**Prompt:** Feature a testimonial, success story, or showcase how your product/service has positively impacted someone.

\*Example:\* "Fan Friday! Here's what Jane had to say about her experience with our {product/service}. We're grateful for the opportunity to help make a difference!"

## **SATURDAY AND SUNDAY - SELLING & ENGAGEMENT**

**Prompt:** On weekends, focus on engaging content that subtly ties into your products/services or encourages interaction with your audience.

\*Example:\* "Saturday Shoutout! Don't forget, our {product/service} is designed to make your life easier. Swipe up to learn more or drop a 💎 if you're excited!"

By following this well-rounded strategy, you'll create a well-balanced mix of content that educates, inspires, builds trust, and ultimately leads to conversions. Remember, it's all about connecting authentically with your audience and providing value every step

# S.H.A.R.I.N.G.

[S] **Success Monday:** Share a success story that aligns with our brand's identity and resonates with your ideal avatar, share the advantages of your digital marketing opportunity.

[H] **Help Tuesday:** Offer insights and tips that our target audience will find valuable, focusing on breaking free from corporate norms or establishing a thriving online enterprise.

[A] **Aspiration Wednesday:** Speak to the dreams of financial freedom and adaptable work routines, encouraging engagement and interaction from our audience.

[R] **Recognition Thursday:** Spotlight a member from the community who embodies your brand values and has experienced tangible success.

[I] **Interaction Friday:** Spark conversation with questions or quizzes relevant to our target audience's pain points or aspirations in personal finance or entrepreneurship.

[N] **Narrative Saturday:** Share our brand journey, weaving in the challenges and victories that our avatar can connect with.

[G] **Gratitude Sunday:** Reflect on the positive impacts our business model has had on us and invite our community to join in with their gratitude moments.

# REEL IDEAS

## **BEFORE & AFTER**

Before & Afters are always so powerful for drawing someone in!

Use this in a reel and use a fun transition to catch your viewer's attention. Show a side by side with your customer's photos (as permitted). Add a review to your caption talking about the benefits from another person's point of view.

## **QUICK TIP**

Life changing tips + hacks? Yes please! People love to learn new ways of doing something. Talk about the benefit that your tip has provided or could provide in someone else's life. It doesn't need to be "life-changing", keep it simple and share your tip(s)!

## **UNBOXING**

Unboxing's are fun and a sure way to grab your audience's attention.

## **COMMON MISTAKES**

This can work really great for content ideas since in reality there are going to be far more than seven or ten facts about your niche. You can literally do this trick as often as you can come up with a list of facts in relation to your niche.

## **POV: POINT OF VIEW**

Just like there are facts, there are almost always misconceptions about your niche. Perhaps you host a niche website or blog about the subject of bird watching. You can write many articles or create many YouTube videos addressing misconceptions about various breeds of birds or even misconceptions about the equipment used in bird watching.

## **MOTIVATIONAL REMINDERS**

For each niche, there are various problems with corresponding solutions that you are likely offering to the audience. You can use this fact to help create content focused on the best solutions and the best advice for using the solutions properly.

## **DAY IN THE LIFE**

Conversely, there are always some solutions that don't work or that are a bad idea. Why not write about the bad ideas, the bad solutions, and the answers that don't work, and then turn it around to offer your own solution after talking about what's wrong with the other ideas.

## **REPOST YOUR BEST CONTENT**

In any niche, there is a very basic beginning to consider. Starting at the very beginning is often forgotten because it seems so elementary to you, but to someone who is new to the niche it will not seem like minutia, it will seem super interesting and important.

## **CONTROVERSIAL OPINION**

Sometimes, being controversial is a great way to get more ideas for content. You can find a blog post that a mover and shaker talked about and tell why you agree or disagree. You can connect some content with current events. For example, if you run a dieting website or blog, you can discuss a famous person's weight issues, and give them advice even though you don't even know them.

# 50 POWER PROMPTS

These 50 power prompts are the secret sauce you can sprinkle on any of your brand content from posts to blogs, reels to stories, and everything in between.

Let's dive in! 🍷

1. Share a tale of challenge or setback and the golden lessons it taught you.
2. Spell out why something goes against your values or expert knowledge and how you'd flip the script.
3. Shout out your lead magnet along with the benefits that come with snagging it.
4. Walk us through a process or structure that's your secret weapon in business or life.
5. Whip up an inspiring message sparked by a quote or content that fires you up.
6. Spotlight how your service is a solution to a specific pain point your audience has.
7. Uncover the upside of something others advise against - your twist on a positive!
8. Skip what others say you must do, and share why it's not top priority for you.
9. Connect by sharing your triumph over a hurdle your audience knows all too well.
10. Drop 3 genius tips for wielding a tool, program, or equipment your audience loves.
11. Reveal your week's goals, tailored to your audience's interests, and ask about theirs.
12. Unveil 3 ways you've hit a target your audience aspires to conquer.
13. Break down 3 no-no's when chasing something your audience craves.
14. Unveil a risk you took that paid off big-time and how it relates to their journey.
15. Chat about a trial that didn't end as planned but left you with wisdom your audience needs.
16. Tackle a frequently asked question, solving a common query.
17. Share a podcast, book, saying, or course that's been your muse and could be theirs.
18. Dive into a raw moment from your life that your audience can relate to.
19. Swap laughs with a funny story that connects with your audience's experiences.
20. Lay out a journey of struggle, how you turned the tide, and what you learned.
21. Brew 3 nuggets of advice tailored to a specific task, goal, tool, or strategy.
22. Dazzle with your unique business/life approach that can inspire them to see you as their expert.
23. Tell us why you're skipping a mainstream approach, and spill the beans!
24. Go behind the scenes for a day-in-the-life sneak peek, sparking trust.
25. Beam your win in conquering a challenge your audience faces.
26. Peer into your process, inviting your audience to learn from your strategy.
27. Show them what it's like to work with you - the journey from their side!
28. Tease them with what's on the horizon for your business.
29. Roll out your top 5 tools/resources that rocked your world and could change theirs.

30. Call out what you're itching to change in your industry that they'll nod along with.
31. Disclose the habits to ditch that block their dreams and ways to break free.
32. Highlight the often-overlooked actions that sabotage success and how to shift gears.
33. Paint your mission and vision for a better world, warming hearts.
34. Unmask a limiting belief you kicked to the curb, one they might be wrestling with.
35. Tackle a challenge you or someone you've worked with faced and the steps to victory.
36. Showcase a success story, spotlighting how someone's life transformed.
37. Share a tip that cuts their time investment and boosts their pursuit.
38. Save their money with a savvy tip tailored to their goals.
39. Gift them stress-busting advice that speaks to their journey.
40. Reveal your most recent "AHA" moment and what it taught you.
41. Shed light on an under-discussed topic close to their hearts.
42. Peel back a layer and share a personal tidbit that strengthens your connection.
43. Spill your passion for a unique aspect of your business.
44. Own up to something that used to spook you and how you triumphed.
45. Unleash the details of your offer, adding scarcity to stir excitement.
46. Share your beginnings – the journey of your dreams and fears realized.
47. Speed up their success with your service/offer, helping them leapfrog the learning curve.
48. Swipe Left or Swipe Right, Share a quick-fire series of your favorite tools, resources, or strategies like a digital version of speed dating for your audience to connect with your tried-and-true recommendations!
49. From clueless to confident: Take your audience on a journey of how you transformed from being clueless in a certain area to becoming a confident expert.
50. Rapid-Fire Round – Behind the Brand time for a fun and lightning-fast Q&A! Answer a series of quick questions about your brand, life, and experiences, offering insights that showcase the person behind the business.

With these prompts in your arsenal, you've got content creation in the bag – versatile, engaging, and totally tailored to your audience's cravings.

# 65 CAPTION HOOKS

My favorite list of instagram captions to grab your audiences attention! Have them hooked from the start. Use these in your captions, stories, reel covers, and more!

- "Calling all ...." (identify a specific audience such as web designers, social media managers, digital marketers, coaches, therapists etc.)
- "Can I share a secret?"
- Write a joke if your brand voice allows it.
- "Which one are you? A)... or B)..."
- "Did you know ...." (share an interesting statistic)
- "How to ..."
- "Fun fact: ...." (share a fun fact about the day, month, industry etc.)
- Start with a quote from influencers in your niche
- "Unpopular opinion: ..." (share your unpopular opinion)
- Start with using interesting words
- Address your niche with a sentence such as: "Hey social media managers, I see you over there juggling a million things at once."
- "The craziest thing just happened, you will never believe it...."
- "I wasn't going to share this, but ..."
- "I'll tell you a secret no one has ever told you."
- "The biggest lesson I've learned in my life."
- "You need to hear this today."
- "Let's figure out why!"
- "X things I learned this year"
- "Do you only focus on ...? Let me stop you right there."
- "Here's how I know ... is possible for you"
- "X Steps to ..."
- "I can't believe ... but ..."
- "Hate ...? You are in luck."
- "Tips when ...." (creating your social media posts, organizing your room etc.)
- "X accounts you need to be following today!"
- "Let's talk about ..."
- "Mistakes I made when ..."
- "Hack you never knew"
- "X Ways to ..."

- "How I went from ..."
- "You'll never believe this."
- "I have a confession to make."
- "What I wish I had done differently."
- "Why I don't ..."
- "What to do after ..."
- "Does this sound like you?"
- "Fill in the blank ..."
- "What happened when I ..."
- "This is what I love about ..."
- "Want to know something crazy?"
- "Struggling with your ...? You're going to want to save this."
- "Can I be honest with you for a bit?"
- "Ever ask yourself, how ...?"
- "New week, new goals! Let's do it!"
- "Don't you love when you ...?"
- "What do you think of this one?"
- "You might need these!"
- "If you have one ... goal, start doing this!"
- "Having trouble ...? This post should solve your problem!"
- "If I had to start all over again"
- "You don't want your ..., right?"
- "People love to ask this question: ..?"
- "Don't read the caption 🙅"
- "I don't know who needs to hear this but ..."
- "Steal my ..." (blog writing process, content creation strategy etc.)
- "Who's with me?"
- "Comment X if you want this for yourself."
- "I want to take a moment to be extremely honest with you."
- "Comment something you've heard that might be a myth!!"
- "Something I've learned about ... recently."
- "How to come up with ... ideas."
- "This is not a joke."
- "I can't believe I'm sharing this."
- "I've always been ... but ..."
- "It really doesn't have to be complicated."

# 38 CALL TO ACTION PROMPTS

## **CALL TO ACTION (CTA) Check out your CTA Inspo—>**

### **LIKES**

1. Double tap if you NEED this!
2. Like if you learned something new
3. Double tap if you found this helpful!
4. Tap the heart if you needed to hear this today!
5. Tap the heart if you agree

### **COMMENTS**

1. Drop a <3 if you've been there
2. Let me know in the comments
3. Which one is your favorite?
4. Tag a friend who needs to see this
5. Comment your thoughts
6. Drop \_\_\_ emoji if you agree

### **SAVES**

1. Save this for later
2. Save this for when you need it most
3. Save this for next time you...

### **SHARES**

1. Share this post if you found it helpful!
2. Share this to spread the love
3. Send to a friend who needs to see this

### **SALES**

1. Click the Link in Bio
2. Subscribe by \*date\* for more
3. Click the link to find out more
4. Link in comments
5. Head over to the blog to find out more
6. Offer expires tonight at midnight
7. Join by xx date to save
8. First xx people receive a free ...

### **REELS**

1. Screenshot for later
2. Read the caption
3. More in the caption
4. Full tutorial on the blog
5. Save to use as Inspo later
6. Save audio for later
7. Follow for more like this

### **BIO**

1. Book/shop here ↓
2. Work with me ↓
3. Click the link below to work with me ↓
4. Join now ↓
5. Book now ↓
6. See more like this on my website
7. Subscribe here

### **DEFINITION:**

a piece of content intended to induce a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive (e.g. *buy now or click here*).

By definition, you are actually stimulating or inducing your clients brain to preform an action you want them to preform. Weird right? But it is EFFECTIVE.

A an owner of multiple businesses, I always noticed great success when I told me clients exactly what I wanted them to do. This is a very successful conversion method for not only producing more sales but also more interaction.

CTAs stops your audience in their scroll and it allows you to see the interaction you are craving!