



SOCIAL MEDIA COACHING

INSTAGRAM FOCUS

◆ Getting The Basics Right ◆



- Know your audience
- Build a community
- Quality over Quantity
- Show yourself
- Get your Bio right
- Plan in advance
- Keep an eye on your competitors
- Be yourself

◆
Examples of our Social Media work...

Instagram
Fire and Alchemy

Linked In
The Channel Community

✦ Instantly Increase Engagement ✦



- **Engage and interact with your followers**

This is key! The more you engage with your followers, the more they will engage with you. This is your community.

- **Include CTA's in every caption**

Social Media is a busy place, with lots of content. Make yours stand out with clear Call To Action prompts.

- **Use stickers on your stories**

A super simple way for your followers to engage (swipe to like, questions, poll...etc)

- **Respond to comments (& include a question)**

When someone responds they are already interested and will see a pop up when you respond. Always like their comment and simply add a question like 'what did you like most about this...?'

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◆ *QOM are your biggest selling point* ◆



Many accounts undervalue the importance of the personal story of their brand.

There are probably many accounts just like yours but people come to your account because they like you and trust you!

Be sure to step out from behind the camera, share your story, how you got here, what drives you, what you love!

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Storm Social Posting Template



To increase your following and be seen more often and hit new potential clients/followers we suggest the following template:

Post 7 times a week

- ✓ 2 Carousels
- ✓ 1 Static post
- ✓ 4 Reels

The carousels and static post will nurture your existing followers. The reels will pull in new followers.

5-10 Stories per day

1 Live per month

Our Final Advice

All of the accounts that you love and adore,
the accounts you aspire to be,
do not have magic powers, they are the same as you and I.

What they have, you can achieve...
with a lot of self-belief, consistency, planning
and hard work.

We are always here for more advice and support for you.

NOW GO AND SMASH YOUR GOALS!



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