

INSTAGRAM *Strategy Guide*

*The Completely Actionable Guide to
showing up and engaging every day
on Instagram and Instagram stories!
(or for any social media)*

*She***BOLD**  
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INSTAGRAM STRATEGY FOR GROWTH, CONSISTENCY, AND SUCCESS!

It's important to show up every single day. Whether it's showing your face, sharing your services, giving a behind the scenes look at what you are working on, shouting out other people, showing a recent review. It does not matter as long as you are showing up.

Your Top Goal every day is to *ATTRACT, CONNNECT, AND CONVERT....*period!

When you post to your feed or stories you are inviting people into your home. Instagram stories is your brand's home. Think about it, you post value on to all of your social media and website. That's what you want people to see. When you decide to share one Instagram you are giving them another side to your brand, the personal one. The place where you are not so perfect, the place where you show a piece of yourself that you don't share with others on a regular basis. It's something so intimate about bringing people into your sacred space.

So I want you to get into the habit of just sharing at least one thing a day on your feed and/or stories. Even on the days where you can't even be bothered to put make up on. There is always something to share. Consistency builds trust, trust builds loyal fans, loyal fans will trust buying from you!

**PRO TIP POST AT LEAST ONCE A DAY TO STAY ON
PEOPLES FEED!**



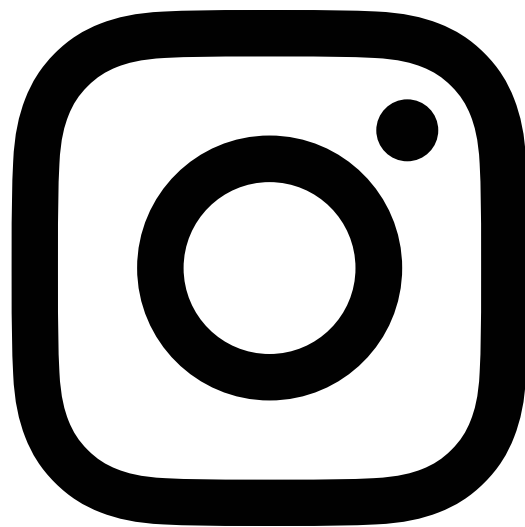
What's inside:

Inside the mini e-guide I want to help you plan effectively over the next month to create consistent post on your Instagram and Instagram Stories. My hope is that you find a new found spark of creativity in social media. This is your guide to giving advice on what to post, how to post, how to schedule it and how to engage every single day.

When you plan for success, you will be successful.

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INSTAGRAM POSTING



WHAT TO POST ON INSTAGRAM

Motivate

- Inspirational quotes
- Inspirational/personal story
- Girl boss quotes
- Empower your TARGET audience
- Share your why

Educate

- Share a how-to for your product
- Show your expertise on a specific topic.
- Industry news
- Repurpose an old blog post
- 1 Minute Video Tip

Showcase

- Share a freebie and tell all about it
- Favorite hacks or tools that relate to your business
- Show case testimonials
- Behind the scenes/tutorial

Sell

- Give them a step by step of your product or service
- Show case testimonials or how others use your product
- Take them behind the scenes of your newest service

Entertain

- A funny story relating back to your service/product
- A Meme of your industry
- Two truths and a Lie
- About you (Fun tidbits about yourself)
- Take a poll
- Talk about event's happening in month (national holidays, birthdays, sales, promotions, anniversaries)

NOW YOU GET TO PLAN YOUR WEEK

PLAN YOUR WEEK IN IG POSTS

STEP 1: Pick your Day and Time

Choose the days that best works for your schedule. A rule of thumb is to try to get at least 3-5 posts out per week. Then pick a time a write it down. Think about when your audience is usually present.

STEP 2: Create a Theme

Focus on a specific topic for the week that relates to your service or product.

STEP 3: Brainstorm Daily Post

Once you choose a theme focus on the days you will be posting. Use the "what to post idea" printable as a guideline. Remember your theme as you brainstorm.

STEP 4: Find Images for each post

A good tip is to choose a mixture of stock images, quotes, personal images, and social media graphics.

STEP 5: Write your captions

When thinking about your captions focus on on **value** for your TARGET audience. Add your personality, and don't be afraid to promote your work. By adding value and showcasing your personality, selling won't be so dreadful!

STEP 6: Add in your Hashtags

Look at your industry what are they using as hashtags. Look at hashtags that are less than 500,000. Find hashtags that relate to your TARGET audience

NOW IT'S TIME TO SCHEDULE IN YOUR FAVORITE APP



FAVORITE APPS FOR SCHEDULING

- Plann
- Unum
- Planoly
- Later
- Tailwinds
- Buffer

INSTAGRAM ENGAGEMENT

**Today on Instagram I Will
Post on Instagram**

Respond to Instagram Comments

Respond to Instagram DM's

Engage with other Instagram Accounts

- Target Audience
- People in my Niche
- Followers
- Niche Hashtags

Post on Instagram Story

- Showcase your services/sales/products
- Show your face and add value
- Give tips/hacks/tutorials
- Share your part of your day
- Give sneak peeks
- Show your workspace

What to do next....

I encourage you to get started planning for next week! Use the Instagram Images, quotes, captions and hashtags to get your started!

Give yourself 1hour on Sunday to do Or break it up over the weekend do 30minutes one day and 30 minutes the next day. This guide is a no excuse guide to help you show up every single day!

Step 1: *Get your hashtags together by using the ones from the guide as well as your hashtags that you normally use.*
Tip: *You can also look on your competitors captions to see what they are using as well your ideal person's captions.*

Step 2: *Use She Bold Stocks photos, quotes, and captions to post onto Instagram (or any socials you have) 4-5 times per week.*

Step 3: *Engage through comments, dm's, and likes on at least 5-10 different accounts and post to your instagram stories at least 3-5x per day.*

Let us know in the [Facebook Group](#) how you did! Share your Instagram page in the facebook group so we can follow along! I can't wait to see how you use the images this month.

The main point of social media is to be social. Instagram is like your own private party. Just like any party you host you have to speak to people, engage, get them engaging back.

Show up for people who are waiting to hear from you, don't leave them hanging. That includes your audience, your potential audience, and people who you just simply vibe with. Stop looking at the follower count start looking at the engagement that you are putting in.

I sure as heck want my guest leaving thinking, that girl knows how to party!

INSTAGRAM STORIES



PRO TIPS FOR GETTING ON INSTAGRAM STORIES!

Tip 1: Don't talk for a long time! If you are giving some tips keep it 3-5 posts long. I've found the the more you talk the more people will drop off. It's been a trial and error one for me but I've found keeping it short is the best.

Tips 2: Add subtitles! Yep it may be more time consuming but sometimes people can't turn on their sound they would rather just see the words. Optimize your engagement and keep people on your stories longer.

Tip 3: Show your work and share behind the scenes of your business. People love the inside scoop of what we are working on. Sneak peeks get people excited about what's ahead! I do this often for new arrivals in the membership or new products coming into the shop.

Tip 4: When sharing also provide tips and advice while you are showing them behind the scenes. This is your way to prove your authority in your field by building up trust between your audience.

Tip 5: Use the interactive features that the stories offer! This builds engagement! Use the polls, questions, music, hashtags, all of it! Play around and see which ones offer the best engagement!

**PRO TIP KEEP YOUR POSTS FUN AND
INTERACTIVE. GIVE THEM SOMETHING TO LEAVE
WITH IN EVERY POST!**

WHAT TO POST ON INSTAGRAM STORIES

Motivate

- Inspirational quotes
- Share what inspires you
- 5 Things I'm currently loving/can't live without
- Share other content from others and tag them
- Share your current mood in your life and why
- Share your goals for the week
- Ask for advice through the poll or question feature

Educate

- Share a how-to for your product. Take them step by step in a series of posts
- Show your expertise on a specific topic.
- Answer Frequently asked questions in your industry
- Re-purpose an old blog post or email into a series of posts
- Share a useful tip related to in your business

Showcase

- List the benefits of working with you
- Take them behind the scenes of a client walk-through
- Show a glimpse of your work life- what you do every day
- Share your latest post and entice them to check it out
- Share your latest blog post or email

Sell

- Give them a step by step of your product or service
- Share time sensitive info on your stories
- Take them behind the scenes of your newest service
- That about why your new offering is beneficial to them,

Entertain

- A funny story relating back to your service/product
- Play a game using Game templates and get people sharing them
- Do a series of true or false and use the poll feature!
- About you (Fun tidbits about yourself) by using templates
- Host a takeover with other women in your industry
- Hidden emoji game- Hide an emoji in in
- Do a "Did you know" Poll
- Share your dream work routine
- Share where you are at currently

PRO TIP DONT HIDE BEHIND A SALES POST.

INTERACT WITH YOUR AUDIENCE



PLAN YOUR WEEK IN IG STORIES

Step 1: Brainstorm Ideas

I've already did the hard work for you. Make sure that whatever ideas you come up with, that it aligns with your goals. Goals may include driving traffic to your website, connecting with audience, or demonstrating your expertise. What ideas would be best for your goals.

STEP 2: Create a Theme for each day

This is something I love to do. Creating a theme for each day gives people something to look forward to. Here's an idea of how I theme my days:

Mondays: Inspirational (Check out the motivation prompts)

Tuesdays: Teaching (Check out the educate prompts)

Wednesdays: Behind the Scenes (Check out the showcase prompts)

Thursday: Engagement (Check out the entertainment prompts)

Friday: Sales (Check out the sales prompts)

Saturday/Sunday: Personal Life (Check out the entertainment prompts)

STEP 3: Brainstorm How Many Daily Post

This doesn't have to be a hassle 2-5 posts a day is all you need to start building that trust. Because you are posting everyday you are constantly present.

STEP 4: Schedule your posts or not

Pre-scheduling your posts is a great way to keep things consistent. You can schedule post for the mornings or whenever your audience is most engaged. Don't forget to have some post in real time just for the added personable feel.

STEP 5: Create your graphics

Keep templates ready and available so that you can simply change the text and image to your specific topic. If you are going with the flow and don't like templates, jot down ideas for what you'll share each day.

**PRO TIP: WHAT BRINGS PEOPLE BACK
IS CONSISTENCY**



FAVORITE APPS FOR SCHEDULING

- Preview App
- Unum (I use this)
- Planoly
- Tailwind



FAVORITE PLACES FOR TEMPLATES

- She Bold Stock ;)
- Canva (app)
- Animoto (app)
- Story Art (app)
- InstaStory (app)

INSTAGRAM STORIES ENGAGEMENT

Today on Instagram I Will

Post on Instagram Stories

Respond to DMs

Shout at least 1 person on your Insta-Stories

Engage with other Insta-Stories Accounts

- Target Audience
- People in my Niche
- Followers
- Niche Hashtags

Dm at least 1-3 People

- Mention something you really like about their business, posts, stories
- Give helpful advice without expectation.
- Introduce yourself and let them know they you would love to connect
- Say thank you for following, liking, or commenting and start a convo!

Instagram stories do not have to be a scary task to take on. Each day make the effort to engage. Some days **you need to show your face**, *you have beautiful face girl!* Someday's you can simply show a few graphics or what you are currently doing. ***It's all about consistency each and every day.***

Bring people into your brand's home and make them feel like they knew you forever. If you do that then you will have a loyal audience for life. Engage, dm those watching your stories just to say hey, thank them for viewing, respond to questions. Don't let a dm go unnoticed because you are about to have an influx of inquiries about your business on the way!