



SOCIAL MEDIA FREEBIE

**Michelle's Free Resource to Help Your
Business with Social Media**

MICHELLE FAGELA

Running a small business is no easy feat, and keeping up with social media can be overwhelming. That's where I come in! I help you build a strong online presence while you focus on what you do best. From social media marketing to growing your email list and optimizing SEO, I ensure your brand gets seen by the right audience.

Let's take your business to the next level—effortlessly

Focusing on strategy, execution, and engagement

So, to start, here's a free resource for you to get that social media running smoothly



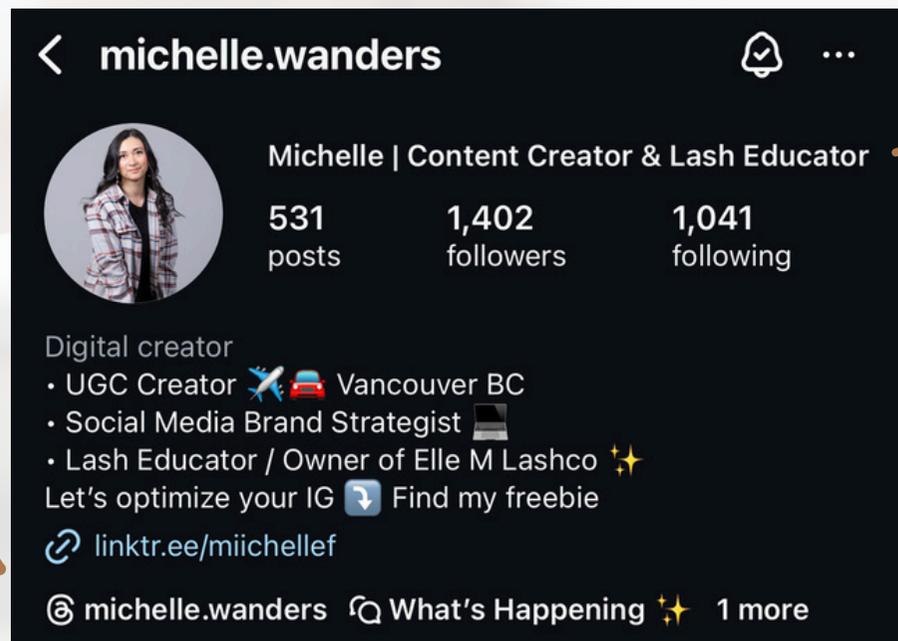


Instagram Audit Tip

REFRESH YOUR SOCIALS

Instagram Audit Tip

Here's a quick tip to be more discoverable & to have clarity of who you are as a business by using keywords



Instagram Username

Ask yourself, what captures your business?
What captures what you want to be identified as

I chose my full name & wanders because I want people to know that my socials are about experience, adventure, and travel

Instagram Name

You'll be able to add your name, as well as a brief description of your occupation. (For me, I'm a content creator & also a lash educator!)

Keep it simple & sweet, make yourself discoverable, and find out what a potential client is looking for

Note: You can't change your name after 14 days if you decide to rename again

Instagram Bio

Utilize this to the maximum (150 characters). Describe where you are, what your business(es) identifies, exactly what you offer, and a small slogan you align with or a CTA. It's great to change it every couple of months, especially if you have an event going on or any specials happening in your business

Instagram Audit Tip

Instagram Photo

If you're pitching yourself, showcasing a clear and professional photo helps identity who you are.

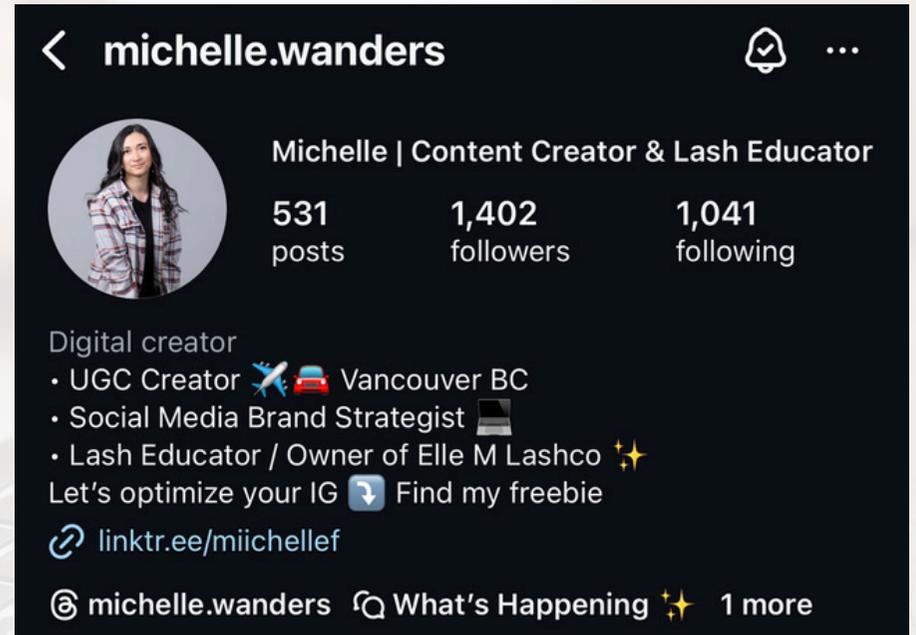
If you have a logo for your business, make sure it stands out with bold lettering. You can alter your logo using AI tools, canva or photoshop softwares

Instagram Links

If you have multiple links to bookings, websites, etc. It's best to use Linktree that helps you sort links of where you want your customers to go too

Instagram Channels

They're great to start when clients are looking for updates on your business whether it's a new post, new events happening, and so much more!



Did you know you can add multiple links on IG?

Tip: If you decide to add other links, use them as a CTA for your events or promos!



SM Content Planner

A quick calendar to understand how your posting plan should look like

It can be altered the way you prefer it, but it's always great to plan for the future of what you need to do

Month

Social Media Content Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Goals
		1 Carousel Post	2	3 Create A Reel	4	5 Static Post	Post 3 - 4 times a week
6	7 Carousel Post	8	9 Create a Reel	10	11 Static Post	12	Collaborate
13 Carousel Post	14	15 Create a Reel	16	17 Static Post	18	19 Carousel Post	Create a an ad
20	21 Create a Reel	22	23 Static Post	24	25 Carousel Post	26	Stay consistent
27 Create a Reel	28	29 Static Post	30	31 Carousel Post			

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20 Create a Reel	21	22 Static Post	23	24 Carousel Post	25	26 Create a Reel	Stay consistent
27	28 Static Post	29	30 Carousel Post	31	Carousel Post		

Content Ideas

Static Post Ideas

- Promote Your Email List
- Behind-The-Scenes
- Share your reading, writing, or what you're watching or listening to
- Features of other collabs
- Fill-In-The-Blank
- Sneak Peaks
- Testimonials
- Student Success
- Learning Success
- Product Feature
- Team Photo
- Highlight a team member
- Introduce yourself
- Share a quote
- Share a FAQs

Reel Ideas

- Show your space
- Show your services/products
- Behind-the-scenes photoshoots
- Coaching Sessions
- Walkthrough of your day to day
- 3 things about your business
- 5 ways to _____
- 5 Tips _____
- Trending Ideas
- If your _____ isn't working, here's why
- Hook: This silly mistake could be costing you

Carousel Ideas

- Share your struggles in the business
- Share your benefits and tips
- Tell a story about a time when _____
- Do a giveaway
- Share a collab/partnership
- Share a brand you've worked with
- Student Testimonials
- Promote your education
- Promote a freebie
- Highlight an inspiration
- _____ vs _____
- Why take your course/product

THANK YOU

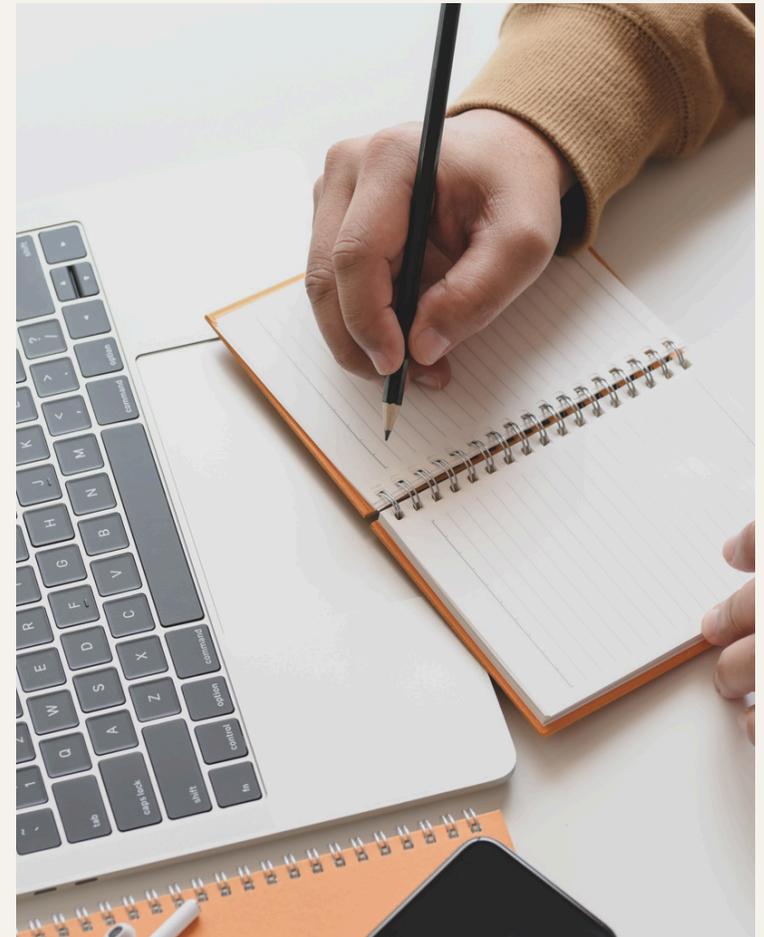
I hope this helps; feel free to contact me and let me know how it goes! Feel free to email if you have any questions

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[Michelle Fagela | UGC Creator & SM Brand Strategist](#)

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