

SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF SEPTEMBER 26, 2022

1. Start by providing your weekly real estate tips. Share 9 tips for lowering the electric bill on 9/26.
2. Give a shoutout to all plant parents and fur parents by sharing a list of pet-friendly plants on 09/27. Check out the Reel template for this as well and post it on your pages to reach more people.
3. 09/29 is a great day for a cup (or two!) of coffee as it's National Coffee Day! Visit your favorite local coffee shop and feature them on your page. Document your experience by creating a Reel about your visit.
4. End the week by listening to your go-to podcast as 09/30 is International Podcast Day. Share your fave and ask your followers to share theirs by using the IG Story question sticker.
5. If you're in Canada, don't forget that 09/30 is Truth and Reconciliation Day. Share the post to commemorate the Indigenous children who experienced the terrible system of residential schools many years ago.

DID YOU KNOW?

Instagram is testing a new post option that looks a lot like one of Twitter's most popular features.

Reposting, or sharing others' content with your followers, may soon be available for your Instagram feed.

The platform has been working on a repost feature since May 2022, according to app Alessandro Paluzzi.

(IG has reported that they are only testing on "select users", so if you don't have this feature, you're not alone.)

How cool would it be to reshare posts like you would on Facebook or to stories?!

Fingers crossed that this update happens because it's a great opportunity to expand your reach and collaborations!



📷 DAILY TO-DO LIST

- I engaged with other Instagram accounts on behalf of my biz
- I engaged w/ hashtags related to my industry & niche
- I posted a Instagram reel
- I posted a Instagram story
- I responded to comments & messages

📘 DAILY TO-DO LIST

- I engaged w/ FB Biz Pages & Groups on behalf of my biz
- I posted a Facebook reel
- I posted a Facebook story
- I responded to comments & messages

Mantra of The Week

"You are the only one who can limit your greatness."