

SO FLO SCHOOL

So Flo School *workbook*

content EXPLAINED

stories

Stories (in my opinion) are the money maker in business.

Our audience use social media these days for entertainment. Gone are the days of 'tv' time - instead we grab our phone and sit and watch stories.

You want to create content that can be shared on your stories to capture that 'tv' time audience.

My advice, focus on stories as much as possible. Jump on their daily, share a simple Good Morning or video of what you are up to in that day.

Start to build trust with your audience through your stories so when the time comes to promote your product or service, they will purchase BECAUSE they already know who you are and what you do.

Remember, social media is social ...keep your stories the fun, in the moment updates that grab attention and create an enjoyable experience.

tips

- Always add captions when talking - it's a simple button and can be a game changer for your business.
- Keep it clean and on brand, create templates if you are advertising appointments or availability. A cohesive feed flows into your stories aswell.
- Remember, it's your business page so keep content relevant to business think 80% biz & 20% personal
- There is a thing as too many stories, keep it between 7-10 a day and remember to have days off to boost your engagement.

reels

Reels are similar to stories if you think about 'tv' time.

Very popular for business owners to share moments that align to trends or to promote your services or offerings.

Luckily for us, many creators will make a reel then add a template to it so you can then use that same reel type for your own business.

The key with Reels is to have call's to action (a direction for the audience to follow and give a result for the business owner). See the Call to Action examples page for some ideas!

tips

- Trending audio is an easy option to choose, be mindful of the amount of accounts that have also used it as you may be drowned out.
- B- Roll content always performs well (think time-lapse or mini clips you take throughout the day and put together to create one video)
- Keep all text added to the middle of the screen - there is nothing worse then words on a screen we can't read!
- Add a catchy title or scroll stopping hook to get the audiences eyes and capture their attention. Watch time is important in your analytics!

carousels

Carousel posts get the most engagement than any other content format on Instagram?

One of the top reasons to create Instagram Carousel posts is because the Instagram algorithm gives you two chances to get it right.

When a follower skips your Carousel post without swiping through, the algorithm will show it to them again - but this time, displaying the second slide.

This means that by using Carousels, you have an increased chance of your post being seen by your online followers more than once. It's a smart way to maximize your reach and engagement on the platform.

If you are publishing carousels, they should be 7 to 10 slides long. But the key is to use a hook on slide 1 AND slide 2. Just having a hook on slide 1 isn't enough... the engagement won't be as high.

tips

- A great option to share a story or experience.
- Carousels give you the opportunity to be seen in multiple ways, if the first slide is 'ignored' in a feed the algorithm will re share it with the second slide first.... the more slides you have the more times it will appear.
- Keep it cohesive and flowing. Add a title so each slide has an easy to identify meaning.
- Add images and fun graphics for a different way to get your messaging across!

static posts

Static posts help your account grow with hashtag reach. They're a great way to keep your feed diverse and to share more bite-sized content that connects and converts.

A static post on Instagram is a single image or a carousel of multiple images on your feed.

What if you have something that's a top performer or has REALLY important information your audience needs to know? Pin it!

What makes a static post special enough to deserve a "pin"?

Pinning Posts are like a flyer right on the front door that everyone can see as soon as they walk in. You can keep it up at all times (like salons do for business hours, referral discounts, etc.), or while you're promoting that event or sale. A pinned post is your virtual flyer telling your audience that you have something important going on!

tips

- Keep them simple - a checklist, a graphic you have created, a single image.
- Filters are out dated - remember quality content performs better!
- Post sizing matters! Choose either a square 1080 x1080 size or a rectangle 1080 x1350 (if rectangle remember to keep text to the middle of the design to avoid being cut off in the feed view).
- Create an identifiable brand template for your static posts so they stand out in the crowd.

call to action examples

To boost engagement

When we talk about engagement, we refer to likes, comments, shares, etc. Basically, everything that can make your profile reach more people.

Here are a few ideas 📌

- Double tap if you agree!
- Leave a comment and tell us your thoughts!
- Vote your favorite in the comments!
- Tag a friend who would love this!
- Share this post with someone who needs to see it!
- Follow us for more updates
- Swipe to learn more (for carousels)
- Save this for later
- DM us for exclusive [product/service/tips/link]!
- Vote in our poll!

To increase sales

Many businesses, especially small businesses, use Instagram as a platform to sell. In fact, Instagram provides a shopping section where you can buy directly on the platform. You can also use your account to promote special offers.

Here are some Instagram CTAs to increase your sales 📌

- Shop now!
- Shop now and receive [discount amount or gift]!
- Add to cart now!
- Don't miss out, limited time offer!
- Get free shipping on orders over [\$/€ amount]
- Buy one, get one free
- Limited edition – get it now before it's gone
- Upgrade to premium for exclusive discounts and early access
- Get [product] now and enjoy free returns
- Get [product/service] today!

call to action examples

To drive conversions

A conversion is any desired action you want your users to take: for example, liking a post, buying something from you, or subscribing to your newsletter.

In this section, we've included some Instagram CTAs that refer to different possible desired actions.

Here are a few examples 📌

- Check out our latest blog post: the link is in bio!
- Want to learn more? Check the link in bio!
- Subscribe to our newsletter for exclusive [offers/content]!
- Get early access by signing up now!
- Claim your discount code
- Register now for our event
- Head to our stories to learn more
- Be ready to take a screenshot (this one works especially for Instagram Reels)
- Book now!
- Download our app now!

