# 5 Steps to grow fast on Social Media





### Define your Goals

Before you start posting, take some time to define your goals. What do you want to achieve with your social media presence? Do you want to build a business, grow a following or are you here just for fun? Write down your main goal.

Your	Notes

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#### Know your Audience

It's important to know who you are talking to on social media. Write down 5 characteristics of your target group. Were do they live, how old are they, do they have kids, what are their interests etc.?



#### Create a Content Calendar

A content calendar will help you plan and schedule your posts in advance. Write down 3 - 5 content pillars on which you'll build your social media presence.



#### Create EMI Content

Scroll through Tiktok & Instagram and analyze the different kind of content other creators make (and do well). Use the EMI-rule: content should be Educational, Inspiring or Motivational. Write down the content ideas and concepts that you've found.

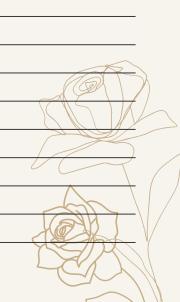


## Monitor your Analytics

Have a look at your analytic tools. When is your audience most active? Post only at this specific time if possible. Don't forget to analyze your posts in the past. Write down why in your opinion some of your posts performed well and why others didn't. Be honest with yourself or ask a friend to be honest with you:) Don't repeat what didn't work in the past, instead try new things.

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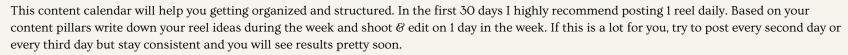




# Social Media Content Calendar

Motivational

Behind the sences





Show how you do your craft and use an inspirational audio	Show your (art) supplies and add some valuable info (Their cost, how to use)	Day 4: Reel Use some b-roll and share a useful tip with your audience	Day 5: Reel Show the process of a new artwork - keep it under 10 seconds if possible	Day 6: Reel Show an average day in your life - make short shots as you go through the day and combine them	Day 7: Post Share some still pics of your past week and give a life update in the captions
Day 9: Reel Show how you prepare your work space - maybe add some nice aesthetics like candles, tea	Day 10: Reel Share and combine some b-roll and use a motivational quote	Day 11: Reel Introduce yourself - film yourself and use text to share 5 things about you	Day 12: Reel Show the process of a new artwork - keep it under 10 seconds if possible	Day 13: Reel Use some b-roll and use text" How I" and share some experience or change you've made	Day 14: Post Share some still pics of your past week and give a life update in the captions
Day 16: Reel Share some productivity tips with your audience - how do you manage your time?	Day 17: Reel Share how you prepare your products for sale	Day 18: Reel Use some b-roll and use an motivational audio	Day 19: Reel Show the process of a new artwork - keep it under 10 seconds if possible	Day 20: Reel Film your workplace and add a POV (look what other creators use as POV)	Day 21: Post Share some still pics of your past week and give a life update in the captions
Day 23: Reel Share some insights from behind-the- scenes	Day 24: Reel Share how you came to do the craft you're doing - what's the story behind?	Day 25: Reel Show your favourite tool for your craft and how to use it - use text to explain or do a voice-over	Day 20: Reel Show the process of a new artwork - keep it under 10 seconds if possible	Day 27: Reel Use a simple b-roll shot like putting a candle , watering your plants etc. and use a motivational audio	Day 27: Post Share some still pics of your past week and give a life update in the captions
Day 30: Reel Share a relatable story where something has gone wrong in your business/your life	Day 31: Reel Use b-roll and share 5 things people didn't know about you (use text)	BONUS IDEAS:	Show your lifestyle: where do you live, how is Nature there, what do you like about it as an artist, what not?	Instagram Growth: If after this month you have hopefully experienced some growth, share it with your audience. Use screenshots.	Business/craft development: If you see improvement in your life - share it. All of us love transformative stories:)
	Day 9: Reel Show how you prepare your work space - maybe add some nice aesthetics like candles, tea  Day 16: Reel Share some productivity tips with your audience - how do you manage your time?  Day 25: Reel Share some insights from behind-the- scenes  Day 30: Reel Share a relatable story where something has gone wrong in your	Day 9: Reel Show how you prepare your work space - maybe add some nice aesthetics like candles, tea  Day 16: Reel Share some productivity tips with your audience - how do you manage your time?  Day 23: Reel Share some insights from behind-the- scenes  Day 24: Reel Share how you prepare your products for sale  Day 24: Reel Share how you came to do the craft you're doing - what's the story behind?  Day 30: Reel Share a relatable story where something has gone wrong in your business/your life  About you	Day 9: Reel Show how you prepare your work space - maybe add some nice aesthetics like candles, tea  Day 16: Reel Share some productivity tips with your audience - how do you manage your time?  Day 25: Reel Share some insights from behind-the- scenes  Day 26: Reel Share how you prepare your products for sale  Day 17: Reel Share how you prepare your products for sale  Day 18: Reel Use some b-roll and use an motivational audio  Day 18: Reel Use some b-roll and use an motivational audio  Day 25: Reel Share how you came to do the craft you're doing - what's the story behind?  Day 30: Reel Share a relatable story where something has gone wrong in your business/your life  About you  With your audience  With your audience  Day 11: Reel Introduce yourself-film yourself and use text to share 5 things about you  Day 18: Reel Use some b-roll and use an motivational audio  Day 25: Reel Show your favourite tool for your craft and how to use it - use text to explain or do a voice-over  BONUS IDEAS:  About you  About you	Day 9: Reel Show how you prepare your work space - maybe add some nice aesthetics like candles, tea  Day 16: Reel Share some productivity tips with your audience - how do you manage your time?  Day 25: Reel Share some insights from behind-the-scenes  Day 26: Reel Share some insights from behind-the-scenes  Day 26: Reel Share some insights from behind-the-scenes  Day 27: Reel Share some insights from behind-the-scenes  Day 30: Reel Share some insights from behind-the-scenes  Day 31: Reel Share some insights from behind-the-scenes  Day 31: Reel Share some insights from behind-the-scenes  Day 24: Reel Share some insights from behind-the-scenes  Day 30: Reel Share some insights from behind-the-scenes  Day 30: Reel Share a relatable story where something has gone wrong in your business/your life  Day 31: Reel Use some b-roll and use an motivational audio  Day 25: Reel Share how you came to do the craft you're doing - what's the story behind?  Day 30: Reel Show your favourite tool for your craft and how to use it - use text to explain or do a voice-over  Day 30: Reel Show your favourite tool for your craft and how to use it - use text to explain or do a voice-over  Day 30: Reel Show your lifestyle: where do you live, how is Nature there, what do you like about it as an artist, what not?	Day 9: Reel Show how you prepare your work space - maybe add some nice aesthetics like candles, tea  Day 16: Reel Share and combine some b-roll and use a motivational quote  Day 16: Reel Share and combine some b-roll and use a motivational quote  Day 16: Reel Share and combine some b-roll and use a motivational quote  Day 16: Reel Share some b-roll and use text to share 5 things about you  Day 16: Reel Show the process of a new artwork - keep it under 10 seconds if possible  Day 16: Reel Share some productivity tips with your audience - how do you manage your time?  Day 17: Reel Share how you prepare your products for sale  Day 24: Reel Share how you came to do the craft you're doing - what's the story behind?  Day 30: Reel Share how you came to do the craft you're doing - what's the story behind?  Day 30: Reel Share an elatable story where something has gone wrong in your business/your life  Day 31: Reel Day 25: Reel Show your favourite tool for your craft and how to use it - use text to explain or do a voice-over  Day 30: Reel Show your lifestyle: where do you live, how is Nature there, what doy un like about it as an artist, what not?  Show your Art/Product  Tour Art/Product

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Life Update

Bonus Ideas