

Slvr Wlf 30-Day Social Media Goals Challenge



Week 2

30-Day Social Media Goals Challenge

Goal 2: Increase Instagram Story Views by 20%

Goal Description

Boost the views on your Instagram Stories by 20% within one week.

What To Do

Record the average views on your Instagram Stories for the last week.

Add all your views and divide the result by the number of days you posted in the last week.

This gives you the average view/day. Record this number for comparison.

Why It Matters

Higher story views can improve engagement and keep your audience more connected to your brand. A higher connection with your brand means they are more likely to do business with you.

Note: You are looking to take daily action. So at the end of the week, do the maths again and check how much more views you got per day.



Step by Step Guide to Meeting the Goal of the Week

Day 0

Aim to produce one story a day for the next 5 days. Here is a chat GPT prompt you can use to create your posts for the week.

ChatGPT Prompt: I am a **[Your title]**. I **[What do you do]**. For the next 5 days, I want to post highly engaging content on my page. I want to share behind-the-scenes content and create highlights that say something about my business and service. Give me the content and interactive elements that I can use in the stories, ready to post.

Things to Note:

- Use Highlights:** Save your most engaging stories in Highlights.
- Promote Stories:** Share your stories on your feed and encourage followers to view them.



ChatGPT Prompt

I am a food vendor. I make small chops for parties and home delivery. I want to post highly engaging posts on my page for the next week. I want to share behind the scenes content and also create highlights that say something about my business and service. Give me the content and interactive elements that I can use in the stories, ready to post

ChatGPT said:

Here is a detailed content plan for your social media stories, ready to post for the next week. It includes behind-the-scenes content, interactive elements like polls, quizzes, and question stickers, as well as highlight ideas to showcase your food business and services.

Story Content Plan with Interactive Elements

(NEXT PAGE)

Things to Note:

Remember to go through the details of the content plan and edit as needed.



| Day | Story Content | Story Caption | Interactive Elements |
|-------|---|---|--|
| Day 1 | Behind the Scenes: Ingredient Prep | "Fresh ingredients make the best small chops! 🥑🍓 Here's how we prep for your delicious bites. What's your favourite snack?" | Poll: "Which small chop do you love more?" Options: "Spring Rolls" / "Samosas" |
| Day 2 | Behind the Scenes: Frying and Cooking Process | "Golden perfection! Watch as we fry up these crispy, tasty treats. 😊👅 Do you prefer your small chops spicy or mild?" | Poll: "How do you like your small chops?" Options: "Spicy" / "Mild" |
| Day 3 | Quiz: Fun Food Facts | "Quick quiz! 🤔 Can you guess which small chop is the crowd favorite at parties? Swipe up to see if you're right!" | Quiz Sticker: "Which small chop is the party favorite?" Options: "Puff-Puff" / "Spring Rolls" / "Samosas" / "Chicken Wings" |
| Day 4 | Behind the Scenes: Plating and Presentation | "Presentation is key! 🎨 Watch as we plate these small chops for the perfect party spread. Which one would you grab first?" | Poll: "Which would you eat first?" Options: "Puff-Puff" / "Chicken Wings" |
| Day 5 | Customer Love: Delivery Sneak Peek | "Delivering happiness, one box at a time! 🚚💛 Your party is just a click away. How do you prefer to order your small chops?" | Question Sticker: "What's your favorite way to order small chops? Party packs, platters, or home delivery?" |
| Day 6 | Behind the Scenes: Special Event Catering | "Busy day catering for a big event! 🎉 Swipe up to see how we make every party special with our tasty small chops." | Poll: "Would you like small chops for your next event?" Options: "Yes!" / "Of course!" |
| Day 7 | Meet the Team: Chefs at Work | "Meet our amazing team who make the magic happen in the kitchen! 👨‍🍳👉 What's your favorite snack from our menu?" | Question Sticker: "Which small chop is your go-to snack? Let us know!" |



Highlight Ideas for Your Page

1. Behind the Chops:

- Showcase your cooking process from start to finish, with short videos or images of prepping, cooking, and plating.
- Add captions explaining each step and highlighting your attention to detail.

2. Customer Love:

- Share customer reviews, testimonials, and photos of your small chops at parties or during delivery.
- Use text overlays like "Happy Customers" or "Party Perfection!"

3. Menu Highlights:

- Showcase your menu items with mouthwatering pictures and descriptions of each type of small chops.
- Include details like flavors and recommended combos.

4. Meet the Team:

- Introduce your chefs and kitchen staff, highlighting their roles and specialties.
- Include fun facts about each team member or short clips of them working.

This content plan will engage your audience with behind-the-scenes content and interactive elements, while also building a connection with them through customer feedback and team introductions. Use these ideas to highlight your delicious small chops and the dedication that goes into making them perfect for every event and delivery.



Here is an Action Plan (Checklist) to follow for the Next 5 Days:

- Plan and create engaging story content.
- Post stories daily.
- Add engaging stories to Highlights.
- Promote stories in feed posts.

Do you need help implementing this strategy?

Reply to this email to let us know.

We will check back in a week to see if you met your Week 2 Goal.



We Offer Strategic Solutions that Connect You with the Right Audience

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