

28 DAYS OF SOCIAL MEDIA POSTS FOR YOUR STUDIO!

Are you struggling to find valuable content to post on your Facebook or Instagram page each day?

Ideally you should be posting at least daily - but only if you have something engaging for your audience! Here are 28 days of Facebook posts for your studio to use so that you'll never have to worry again about what you are going to share!

Day 1 - Meet The Team	Profile one of your teachers or staff members with a headshot and some fun information about them
Day 2 - Complete the sentence . . .	Ask your audience to complete a different sentence each month: "My favourite dance movie is...." or "You know you're a dance when..."
Day 3 - Backstage pass	Take candid snaps in the office, costume room, renovating studios to show what goes on behind the scenes in your business
Day 4 - Community love	Tag one of your partnering or local small businesses and why you love them!
Day 5 - Feel the Love Friday	Share one of your testimonials or reviews
Day 6 - Saturday Spotlight!	Highlight one of your most popular classes or products with an image and description of why it is in the spotlight!
Day 7 - #goals	Share your studio or student goals for the month
Day 8 - Motivational Monday	Share your favourite inspirational or dance quote!
Day 9 - Team Snapshot	Post a group photo or collage of your team. You could get photos of everyone as a child and create a fun collage!
Day 10 - Wacky Wednesday	Time to show some of the silly moments in the studio!
Day 11 - TBT	Throwback Thursday - post images or video of past dances in your studio

Studio Success Formula

— M A S T E R Y —



Day 12 - Fanday Friday	Who is a dancer, choreographer or teacher you admire? Share it with your audience!
Day 13 - Lessons from the week	What are some new things your students and staff learned this week?
Day 14 - Coffee Chat	How do your fans drink their coffee? Ask them in this fun chat - maybe you can treat someone to their favourite hot drink in the coming weeks!
Day 15 - Ask us anything!	Encourage your audience if they have anything they'd like to ask! You can reply in the comments or even through a Facebook Live video
Day 16 - LOL	Do you have any bloopers, funny costumes, or stumbled on a laugh-worthy meme lately? Share it!
Day 17 - Fan Photo	Post a photo of one of your biggest fans (a student) and post why they love your studio
Day 18 - Our Mission	Each month share an element of your studio mission. Eg - "We are committed to quality teaching" with an image of your teacher/s
Day 19 - Did you know?	Post a fact that your public may not know. Eg - "Did you know that Miss Mel started dancing when she was 8 when she tried (and hated) tap class for the first time
Day 20 - Through the Crystal Ball	Where do you see your studio / students / dance style in the future?
Day 21 - In the news	Find and share a feelgood news story about dance!
Day 22 - Competition time!	Get your audience to post their best dance picture, quote or video to win a prize
Day 23 - A day in the life	Show your followers what a day in the life of a studio owner is really like!
Day 24 - Impro time!	Select a short piece of music and ask your followers to share a video of them improvising to it.
Day 25 - Coming soon	Post your upcoming important dates, performance schedule and recital dates so that nobody misses out
Day 26 - Top 10	Everyone loves a list, so make the Top 10 snacks for dancers, Top 10 dance songs for 2017, Top 10 dance heros...anything you like
Day 27 - Discount Day	For the next 24 hours, offer a 10% merchandise discount for anyone who likes your post
Day 28 - Highlight reel	Share your highlights of the past month in a video or photo collage

