



GROWTH

STUDENT ATTRACTION
INTENSIVE

THE CONTENT CALENDAR





WELCOME TO

THE CONTENT CALENDAR

Social media has quickly become the number one way to attract students AND keep your customers informed about what is happening at your studio, and of course... keeping them coming back for more (retention)!

While social media is a great way to promote your business, many studio owners are making mistakes on a daily basis when it comes to posting engaging and relevant content to spark action. The biggest mistake - they are posting content reactively without purpose.

This week inside the Student Attraction Intensive, we are going to change that! Our goal is to have you and your team posting content regularly, proactively, and with intention and purpose!

Creating and posting regular content is crucial if you want to become the “go-to” studio in your area. There is no better time than now to become a content Jedi as many dance studios are not taking advantage of the amazing benefits that posting content can create.

Your content calendar from this week is going to help you achieve not only your student attraction goals and your retention goals, but it's going to help you build awesome brand awareness for your studio and all that you offer.

Get access to your content calendar template here.

60 Content Ideas To Post On Social Media Platforms



CONTENT IDEA TITLE	CONTENT IDEA
1 - MEET THE TEAM	Profile one of your teachers or staff members with a headshot and some fun information about them
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 dancer when..."
3 - BACKSTAGE PASS	Take candid snaps in the office, costume room, or when renovating studios to show what goes on behind the scenes in your business
4 - COMMUNITY LOVE	Tag one of your partnering or local small businesses and why you love them!
5 - FEEL THE LOVE FRIDAY	Share one of your testimonials or reviews
6 - SATURDAY SPOTLIGHT	Highlight one of your most popular classes or products with an image and description of why it is in the spotlight!
7 - #GOALS	Share your studio or student goals for the month
8 - MOTIVATIONAL MONDAY	Share your favourite inspirational or dance quote!
9 - TEAM SNAPSHOT	Post a group photo or collage of your team. Perhaps you could get photos of everyone as a child and create a fun collage!
10 - WACKY WEDNESDAY	Time to show some of the silly moments in the studio!
11 - TBT	Throwback Thursday - post images or video of past dances in your studio
12 - FAN FRIDAY	Who is a dancer, choreographer or teacher you admire? Share it with your audience!
13 - LESSONS FROM THE WEEK	What are some new things your students and staff learned this week?
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!
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



16 - LOL	Do you have any bloopers, funny costumes, or stumbled on a laugh-worthy meme lately? Share it!
17 - FAN PHOTO	Post a photo of one of your biggest fans (a student) and post why they love your studio
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
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?"
20 - THROUGH THE CRYSTAL BALL	Where do you see your studio / students / dance style in the future?
21 - IN THE NEWS	Find and share a feel-good news story about dance!
22 - COMPETITION TIME!	Get your audience to post their best dance picture, quote or video to win a prize
23 - A DAY IN THE LIFE	Show your followers what a day in the life of a studio owner is really like!
24 - IMPROV TIME!	Select a short piece of music and ask your followers to share a video of them improvising to it
25 - COMING SOON	Post your upcoming important dates, performance schedule and recital dates so nobody misses out
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!
27 - DISCOUNT	For the next 24 hours, offer a 10% merchandise discount for anyone who likes your post
28 - HIGHLIGHT REEL	Share your highlights of the past month in a video or photo collage
29 - LISTEN UP!	Talk about a favorite podcast you listen to (or an upcoming podcast or webinar you'll be attending)
30 - IN THE SPOTLIGHT	Spotlight a customer, affiliate, team member, or strategic partner
31 - OVER TO YOU	Ask your followers, "What was the most helpful thing you learned today?"



32 - #POPULAR	Write a post or article about a popular trend related to your studio (this doesn't necessarily have to be a dance trend - it could be a current pop-culture trend for your 12 year olds, like 'bottle-flipping', or fidget-spinners). Ask readers how they feel about the trend
33 - OOPS!	Create and share a "5 Mistakes List" on a studio or dance related topic
34 - LOVE-FEST	Have followers finish the sentence - "The thing I love the most about (your studio name) is..."
35 - SUPERSHARE	Share an article or blog from a leader in your niche. Always make sure to credit and tag the author when sharing
36 - SNEAK PEEK . . .	Share what you will be doing on a personal level for the weekend ahead & let followers know how it went on Monday
37 - WEEKEND WISDOM	Post an excerpt from a blog post you've written for your studio website and include a link to the full post
38 - HOT TOPIC	Reference a hot dance-related article or blog. Share your opinion and point out what your followers can learn from the piece
39 - STORYTIME	Share a story that inspired you to start your business
40 - FAVORITE THINGS!	Share a link to a tool or app that your followers might find useful, and tell them why you recommend it
41 - MORE THAN DANCE	Spotlight a friend or family member and explain how the person helps or encourages you behind the scenes
42 - SLIDESHOW	Create and share a slideshow using photos, images and quotes from your classes
43 - JUST FOR FUN!	Fun Friday - Create a dance related word search, word scramble or puzzle. Offer it as a free pdf download. (You could save time and get one made for you on www.fiverr.com)
44 - LOCAL LOVE	Create and share a list of groups that may be beneficial to your followers. (Local groups, parenting groups, healthy groups, etc)
45 - BREAKING NEWS	Share some breaking news about the dance industry or something that impacts it



46 - YOUR THOUGHTS	Post a poll related to your studio, your community, or the dance industry to show followers you value their opinions
47 - TIME TO INSPIRE	Share an encouraging or empowering quote and write about what it means to you
48 - COMING SOON	Give a “sneak peek” of an upcoming product/class/announcement
49 - FROM THE BRAINSTRUST	Ask followers to share how they wind down after a long or trying day
50 - BELLY LAUGHS	Share something funny (a meme, gif, comic strip, etc.). Do this regularly and create a hashtag for it
51 - TOOT YOUR HORN	Highlight the benefits/ways your studio is better/different from your competition
52 - STUDIO TRIVIA	Ask a trivia question about your studio or the dance industry
53 - 3 WAYS	Spotlight a team member. Share 3 ways the person’s skills or attitude benefits the reader (and you)
54 - PUT A PIN IN IT	Share your favorite studio-related Pinterest images on FB
55 - LIVE Q&A	Host a short Q&A event. Ask your followers to send in questions, then answer the most asked questions live
56 - HANDY ‘HOW-TO’	Upload or post a link to a tutorial. This could include your FAQ or a make-up lesson on YouTube
57 - PICK YOUR BRAIN	Ask your followers to share, “What was the most helpful thing you learned today?”
58 - SELFIE SUNDAY	Post a seasonal, holiday, or special event selfie
59 - VOTE FOR A WINNER	Announce a photo contest and ask followers to vote on their favorites
60 - OUT & ABOUT	Promote a community or dance-related event