

30 DAY CHALLENGE

Instagram Challenge

Issue #15

INSIDE STYLISTS.COM



Welcome

Your 30 day Instagram challenge

Ahhh social media. It's a love-hate relationship for most of us, but when it comes to getting noticed, branding yourself and sharing all your amazing talents there's nothing quite like it. That's why this month - while lots of people are slowing down their posting and doing more scrolling Inside Stylists is setting you the challenge to put yourself out there and be noticed.

This challenge is focusing on Instagram but you can use it for any social media platform you feel is a good fit for you.

Good luck

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About this Challenge

In this Masterclass we are delving deep into what works behind the scenes to get noticed and it's not all about the grid or reels.

This is going to be fun and easy

Before you turn your back on this challenge let me tell you it's not all about posting regularly to your grid or recording a ton of stories. No, there are lots of things you can do across your social media platforms that form a good basis for being noticed without sharing a post - but posts will help.

Behind the scenes

When you look at how social media works there are so many tricks you can use to get connected, noticed, and ahead. In other words to get the brands to want to work with you.

Remember

Now is a good time to start whether you're a regular poster or an every now and again one. Every new post is a fresh way to attract that dream client.

But it's the school holidays!

Yep, for me too and let me tell you the teenage (hormonal) daughterlings are just as distracting now as they were when they were at primary school. That's why the challenges on the next pages are designed to be a dip-in dip-out, post to your grid, do a quick story, plan ahead kind of thing. You don't have to do every challenge.

Did you know?

During the summer holidays, lots of people stop posting saying they're having "a digital detox" but they keep on scrolling. This lul is a great time to get noticed amongst the beach shots - while the magazines, brands and PRs are still looking to commission. It's a great time to be seen.

Do one challenge or all 30. It's up to you

As ever, I'm not here to add more pressure to your ever-growing to-do list. I get it. When work is full-on social media is the first thing to go. So, have a look at the list of challenges. Do them now or do them later. Some will seem easy and others might push you outside your comfort zone (which is always a good thing) They are meant to add to your connections so use them as pointers as things you can do when you're ready.

Posts, Stories and Reels... it's all good!

Yep, we've all heard that Reels are the way forward but Stories are still great for the algorithm too so if Reels aren't for you then stick to image stories. People will still go to your grid to find out more about you so whatever you choose to do it's all good.

And if you do want to create [Reels check out last months Masterclass](#) (Don't forget to sign in to see)

#STYLISTSARMY

If you would like an extra share don't forget to tag @InsideStylists or use the #StylistsArmy hashtag so we can find you each evening and share your posts, Stories and Reels. You can hide the tags by making them very small and placing them at the top of the screen - almost out of sight. We won't be offended. We're here for you.

Social Media Challenge

Knowing where you're starting and seeing the traction you're getting after taking action is always a good thing. Start by filling in this form now and then again at the end of the challenge to see and monitor your progress.

Pre-Challenge

Date:

I have

followers

I get an average of

likes per day

I get an average of

comments per day

Post-Challenge

Date:

I have

followers on 31st Aug

I had an average of

likes per day at the
end of August

I had an average of

comments per day at
the end of August

Daily Prompts

30 day challenge

day 1

Update your bio

day 11

Create a Reel about your Summer so far

day 21

Share your ideal Client's post

day 2

Share one of your fave pieces of work on Stories

day 12

Follow every magazine you want to work with

day 22

Create a "This or That" set of stories

day 3

Post a poll

day 13

DM your ideal client to make a connection

day 23

Dm the PR/CEO of a brand you want to work with. Repeat with 3 more

day 4

Comment on a dream brand's post

day 14

Share a fellow Insider's post/Story

day 24

Share five facts about you that a brand doesn't know

day 5

Introduce yourself to new followers

day 15

Comment on 5 Insider's posts

day 25

Repurpose previous content - blog, feature, shoot etc

day 6

Create a Reel : A day in the life of you

day 16

Share your Instagram posts on another platform Facebook/Twitter/LinkedIn

day 26

Send a DM to your last three followers

day 7

Share what you do to entice new clients

day 17

Follow 5 hashtags relevant to your ideal work

day 27

Share your location

day 8

Post an image of seasonal flowers or foliage Aug or Xmas

day 18

Share a top tip

day 28

Create a Reel "5 reasons to work with me"

day 9

Highlight a previous or dream client

day 19

Invite someone to do an IG live with you

day 29

Create a timelapse of something you do for work

day 10

Plan your social media content for the next 5 days

day 20

What's your why? Why do you do what you do? Share on stories/ Reels or in a post

day 30

Do an "Ask me anything? on Stories

30 day Instagram Challenge

30 day challenge tracker

<input type="checkbox"/> day 1	<input type="checkbox"/> day 11	<input type="checkbox"/> day 21
<input type="checkbox"/> day 2	<input type="checkbox"/> day 12	<input type="checkbox"/> day 22
<input type="checkbox"/> day 3	<input type="checkbox"/> day 13	<input type="checkbox"/> day 23
<input type="checkbox"/> day 4	<input type="checkbox"/> day 14	<input type="checkbox"/> day 24
<input type="checkbox"/> day 5	<input type="checkbox"/> day 15	<input type="checkbox"/> day 25
<input type="checkbox"/> day 6	<input type="checkbox"/> day 16	<input type="checkbox"/> day 26
<input type="checkbox"/> day 7	<input type="checkbox"/> day 17	<input type="checkbox"/> day 27
<input type="checkbox"/> day 8	<input type="checkbox"/> day 18	<input type="checkbox"/> day 28
<input type="checkbox"/> day 9	<input type="checkbox"/> day 19	<input type="checkbox"/> day 29
<input type="checkbox"/> day 10	<input type="checkbox"/> day 20	<input type="checkbox"/> day 30

Resource List

01 INSTAGRAM REELS

If you aren't sure where to start with Reels check out [Masterclass #14 The 10 minute guide to Reels](#). It's an easy to follow step by step guide to get you started. Once you get the hang of them you'll love them - and don't worry you don't have to do any dancing!

<https://www.insidestylists.com/insiders-masterclass-the-10-minute-guide-to-reels-issue-14/>

02 INSTAGRAM STORIES

Instagram Stories aren't just about talking to camera. There's a whole world of ways to use them - even for the most camera shy. Check out this [Masterclass #2 How to do Instagram Stories](#)

<https://www.insidestylists.com/insiders-masterclass-how-do-instagram-stories/>

03 HASHTAGS

Don't forget to use the best hashtags possible for each post. I went to Cornwall on holiday and tagging #Cornwall doubled the number of views I got on my Stories.

[Learn about hashtags in Masterclass #8 Hashtags Workbook](#)

<https://www.insidestylists.com/insiders-masterclass-hashtags-workbook-issue-8/>

04 LINKEDIN BIO

Your LinkedIn profile is the first place anyone wanted to find out more about you will look. Unlike other platforms there is a ton of space to include your experience, share what you do and who you've worked for. Check out how to complete your profile on [Masterclass #4 How to set up your LinkedIn Profile](#)

<https://www.insidestylists.com/linkedinprofilesetup/>

05 PINTEREST

If Pinterest is your main driver then check out this [Masterclass #1 Everything you need to get started and get ahead in Pinterest](#). It's a great platform for sending readers to blogs and websites.

<https://www.insidestylists.com/insiders-masterclass-everything-you-need-to-know-to-get-started-and-get-ahead-in-pinterest/>

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