

5 IDEAS TO KEEP THE WEEKEND SOCIAL MEDIA GAME STRONG

FOR ANY BUSINESS!



CONTENT REPURPOSING MAGICIAN

1: Weekend Tips & Hacks

Share quick, relevant tips or hacks related to the business's niche. For instance, a bed and breakfast could share packing tips for a weekend getaway, while a home organizer might offer a speedy decluttering hack. These bite-sized pieces of advice are perfect for quick engagement.

- Title: "Weekend Wisdom: Quick Tips to Brighten Your Day!"
- Hashtags: #WeekendTips
#LifeHacks #SmartLiving
#WeekendVibes #ProTips
- Call to Action: "Got a tip to share? Drop it in the comments below! 🌟"

2: Behind-the-Scenes Content

Give followers a sneak peek into the business. Whether it's prepping for the week ahead, a glimpse of weekend specials, or a team member spotlight, behind-the-scenes content humanizes the brand and fosters a deeper connection with the audience.

- Title: "A Peek Behind the Curtain: Weekend Edition"
- Hashtags: #BehindTheScenes #WeekendPrep #TeamWork #BTS #WeekendVibes
- Call to Action: "Want to see more behind-the-scenes action? Let us know what you're curious about! 👁️👁️"



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3: Interactive Stories & Polls

Use Instagram or Facebook Stories to create interactive content like polls, quizzes, or Q&As. For example, a psychotherapist could run a mental wellness quiz, while a local café might poll followers on their favorite weekend treats. It's a fun way to boost engagement and gather insights..

- Title: "Weekend Fun: Polls, Quizzes & More!"
- Hashtags: #WeekendFun
#Interactive #Polls #Quizzes
#GetInvolved
- Call to Action: "Tap through our stories and join the fun! Don't forget to vote and tell us what you think! 🎉"

4: Weekend Challenges

Launch a weekend challenge related to the business. A fitness coach could challenge followers to a mini workout routine, while a travel agent might ask for the best weekend travel photos. Encourage users to share their experiences with a branded hashtag for maximum reach and community building.

- Title: "Weekend Challenge: Are You In?"
- Hashtags: #WeekendChallenge #GetInvolved #ChallengeAccepted #FunWeekend #JoinUs
- Call to Action: "Accept the challenge and share your progress with #WeekendChallenge! Let's do this together! 💪"



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5: User-Generated Content

Highlight user-generated content over the weekend. Share testimonials, photos, or stories from satisfied customers. This not only builds trust but also encourages more followers to share their own experiences with the brand.

- Title: "Your Stories, Our Pride: Weekend Highlights"
- Hashtags: #CustomerLove
#WeekendHighlights #YourStory
#UGC #Community
- Call to Action: "Share your stories with us using #CustomerLove, and you might be featured next! 🌟"



Hi! I'm Kim

SOCIAL:

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📘 KIMMCDANIELS.CO

📄 KIMMCDANIELSCO

Website: KimMcDaniels.com

Here's where I come in—your friendly neighborhood Content Repurposing Magician. I can help you whip your Google Business Profile into shape, making it an irresistible magnet for new customers. From crafting engaging posts to managing reviews and ensuring your info is always current, I've got you covered. Let's transform your profile into a powerful tool that drives traffic and boosts sales. **Ready to work some magic?** Let's chat!

Or if you are a DIYer my Seasonal Social Media Toolkit contains a how-to guide to audit your social media including GBP.



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"Seasonal Social Media Account Optimization" and there will also be a toolkit with checklists for you to DIY. The book is 54 pages of instructions, tips, and ideas that cover Instagram, Facebook, LinkedIn, and Google Business Profile (Google My Business).

Toolkit includes:

- Social Media Audit Checklist
- Who is your ideal customer and how to find them
- Using ChatGPT for social media captions, hashtags, & keywords/SEO
- The MOST viral Instagram content...and anyone can do it!

Find out more or purchase here:
<https://kmc01954.gumroad.com/l/yxnxcb>

Whether you're selling services or digital products my quarterly seasonal social media kit will guide you to be ready for the next season!



- Maintaining a consistent and engaging presence on social media platforms by utilizing content pillars
- Suggestions on how to use those content pillars each week month after month
- 5 Essential Pieces of Advice for social media SUCCESS to inspire you and get your creative juices flowing
- BONUS: Facebook and LinkedIn seasonal cover images (Summer)

AND IT'S F R E E!!!

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