



# How to Share your Story on Social Media

with Rachael Grayce



Use this worksheet to create a Plan of Action of what you're going to post on your social accounts so you can authentically share your story to find the people who resonate with you and what you can offer them.

**Why are people coming to your social account? What can they expect? What is your USP? (Unique Selling Point)**

*Education, humour, memes, quotes, lifestyle inspiration, activism, nature, etc.*

**How do you want people to feel when they see/interact with your content?**

*Inspired, humoured, educated, upbeat, relaxed, energised, reflective, motivated, welcome, accepted, etc.*

Now it's time to choose five aspects of your life you feel comfortable and want to share on social media that fulfill your goals above.

### 5 Areas of Your Life you Want to Share on Social

- 1.
- 2.
- 3.
- 4.
5. My Business

Remember, Rachael's advice, make every 5th post business related. Customers buy you before they buy the products.

**Now brainstorm 10 post/story/reel ideas for each area.**

Brainstorming these ideas now will make it easier for you to consistently stick to your messaging and theme. Remember to check back to your answers on **what can people expect** and **how will they feel** to ensure you're hitting the mark.

Once you fall into a rhythm, sharing your authentic story will become easier and more natural.

**Area 1:**

**Post, Story or Reel ideas:**

- |    |     |
|----|-----|
| 1. | 2.  |
| 3. | 4.  |
| 5. | 6.  |
| 7. | 8.  |
| 9. | 10. |

**Area 2:**

**Post, Story or Reel ideas:**

- |    |     |
|----|-----|
| 1. | 2.  |
| 3. | 4.  |
| 5. | 6.  |
| 7. | 8.  |
| 9. | 10. |

**Area 3:**

**Post, Story or Reel ideas:**

- |    |     |
|----|-----|
| 1. | 2.  |
| 3. | 4.  |
| 5. | 6.  |
| 7. | 8.  |
| 9. | 10. |

**Area 4:**

**Post, Story or Reel ideas:**

- |    |     |
|----|-----|
| 1. | 2.  |
| 3. | 4.  |
| 5. | 6.  |
| 7. | 8.  |
| 9. | 10. |

## Area 5: My Business

### Post, Story or Reel ideas:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.