



MEMBERSHIP | CONTENT TIPS

CUSTOMIZE YOUR CONTENT

- Every month, I provide you with a content calendar containing a full month's work of custom content to post on your social media sites.
- You can use the recommended posting order or switch things up as you like.
- On most days there are multiple visuals that correspond with the day's post topic. Choose the image or graphic that best suits your brand!
- Each image is accompanied by a suggested caption. Some can be copy and pasted right into your social media posts, others require some customization/personalization.
- If a post doesn't feel like a match for your brand, the membership provides you with market update, testimonial and listing graphics as well as brand personality post prompts + photo suggestions along with a curated stock photography library.

TECHNICAL NOTES

- Click on "Customizable Graphics" and then "Use Template" to modify the graphics in Canva in your brand colors, fonts, logo, etc.
- To save each image individually, right click and save to your desktop. Then, copy and paste the captions into FB or Instagram. From your phone, tap and hold to save the photo to your camera roll.
- To download all of the content at once, click on "Monthly Images" and the gallery will download in a Zip folder.
 - Important Note! Some operating systems are not compatible with ZIP folders. If you open the folder and it is empty, it is recommended that you save each image individually.
 - It is recommended that you work from the website whenever possible as some of the formatting (like emojis and line breaks) may not translate from the PDF/Excel page.

