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**SOCIAL MEDIA  
ACADEMY**

*Workbook*

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# **SOCIAL MEDIA ACADEMY**

**SESSION**

**1**

## Your social media purpose & goals

### Your 90-Day social media goals could be:

#### BRAND AWARENESS

More people discovering you

- Over the next 90 days, I want more people to discover my business by...
- I want to increase my visibility by...
- I want to grow my audience by...
- I want to reach more people who...

#### ENGAGEMENT

Deeper relationships

- Over the next 90 days, I want more people interacting with my content by...
- I want to increase engagement by...
- I want to encourage more comments, saves or shares by...
- I want my audience to engage more with...

#### SALES

Direct revenue action

- Over the next 90 days, I want social media to generate more enquiries by...
- I want to increase sales from social media by...
- I want more people to book, order or enquire by...
- I want social media to drive more traffic to...

### Write your primary 90-day social media goal

## Choosing the right platforms

### Where does your audience already spend time online?

Think about where your customers naturally scroll, search, or ask questions.

Tick the platforms where you believe your audience spends the most time.



Instagram



Facebook &  
Facebook  
Groups



LinkedIn



TikTok



Pinterest

**Write one reason why each platform might be a good fit for your business.**

**My audience is most active on:**

### Choosing the right platforms

#### Audit your current social media platforms

Write the platforms you currently use and write how active you are.

Platform name

Activity


#### Choose up to 2 platforms to focus on

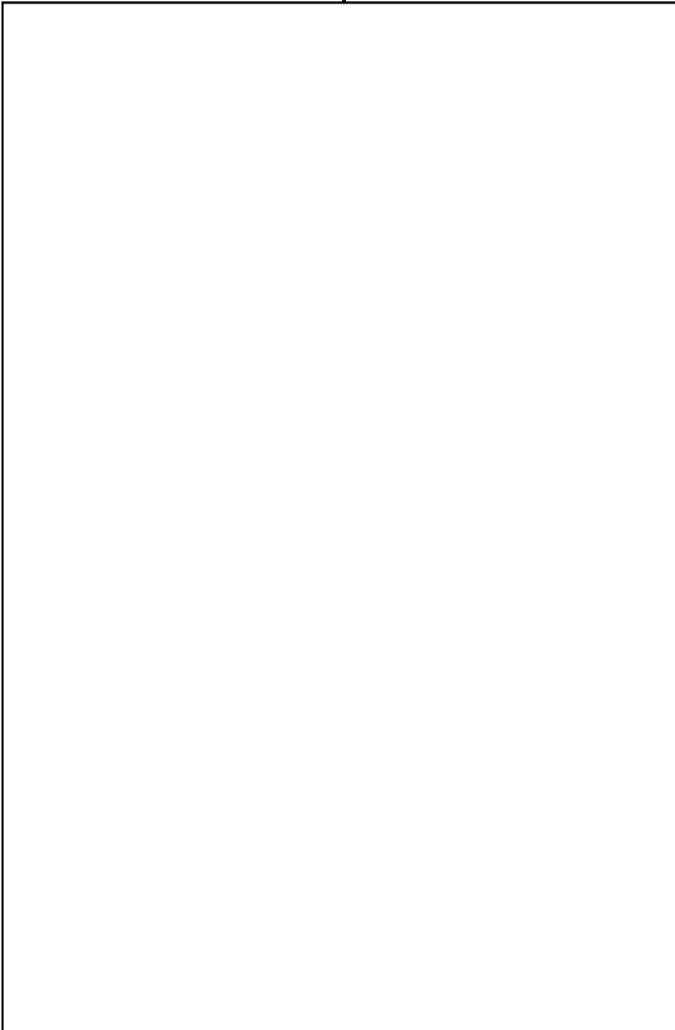
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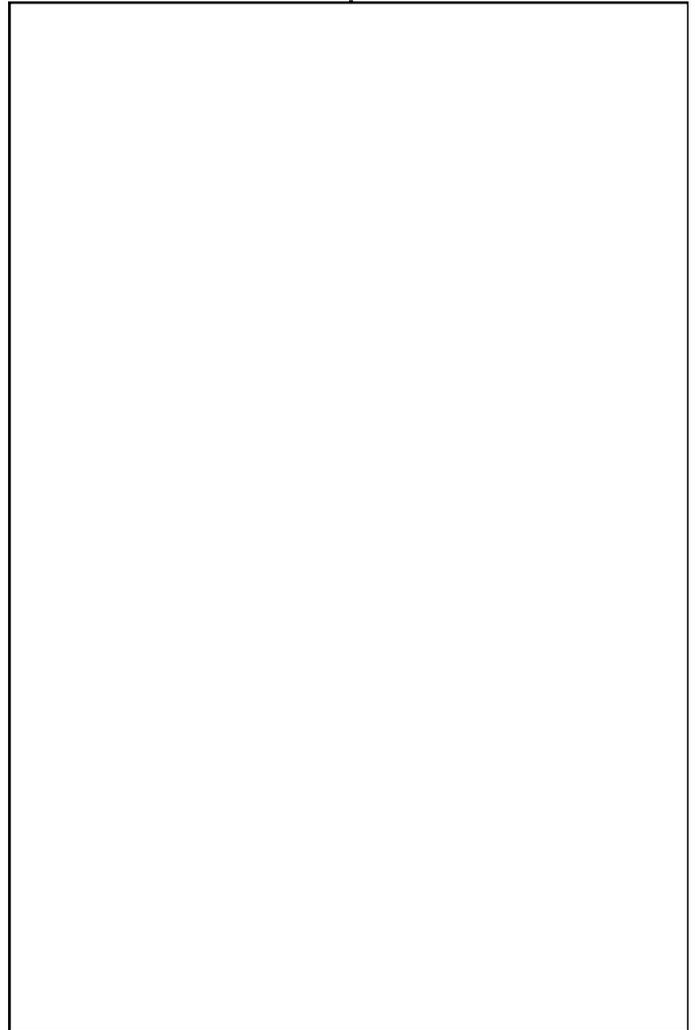
### Choosing the right platforms

Write the purpose for each chosen platform

1



2



*Examples of purposes:*

- Building brand awareness
- Sharing educational content
- Showcasing products/services
- Driving website traffic
- Generating enquiries or bookings

### Content pillars that make selling easier

Sometimes your content pillars are simply the things you naturally talk or think about in your business.

#### EDUCATION / TIPS

"People always ask me how this works..."

"I wish customers understood this part of my work..."

"There's a big misconception about this in my industry..."

#### PRODUCT / SERVICE

"I'm really proud of this product/service..."

"This is one of the most popular things I offer..."

"Here's what makes this different from others..."

#### FOUNDER STORY / VALUES

"This is why I started this business..."

"This is something I really care about in my industry..."

"This is what motivates the work I do..."

#### CUSTOMER STORIES / SOCIAL PROOF

"This customer had such a great result..."

"Someone sent me this lovely feedback..."

"This is why my work matters to people..."

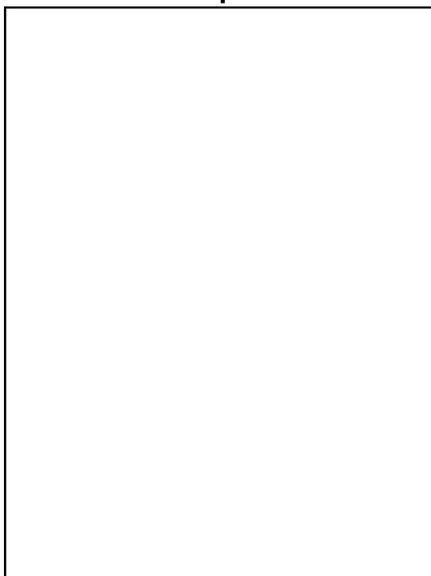
## Content pillars that make selling easier

Define your 3 content pillars

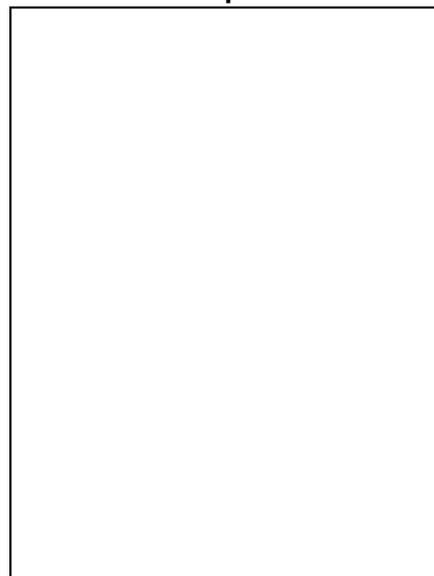
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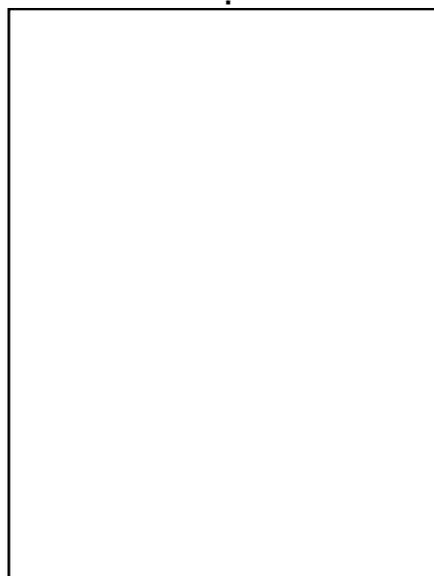


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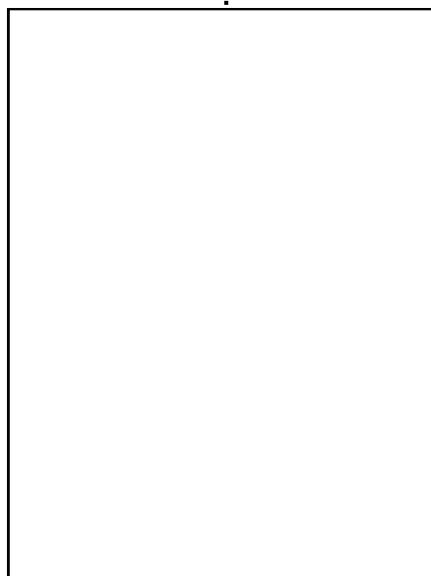


Write 3 post ideas under each pillar

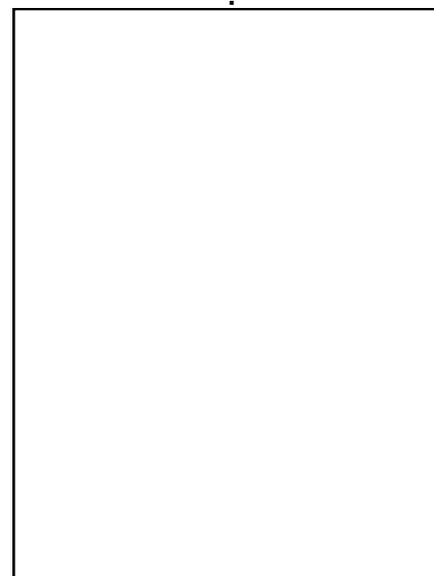
1



2



3



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# **SOCIAL MEDIA ACADEMY**

**SESSION**

**2**

# CONTENT THAT CONVERTS

## The 3 content buckets

Choose 1 product or service in your business

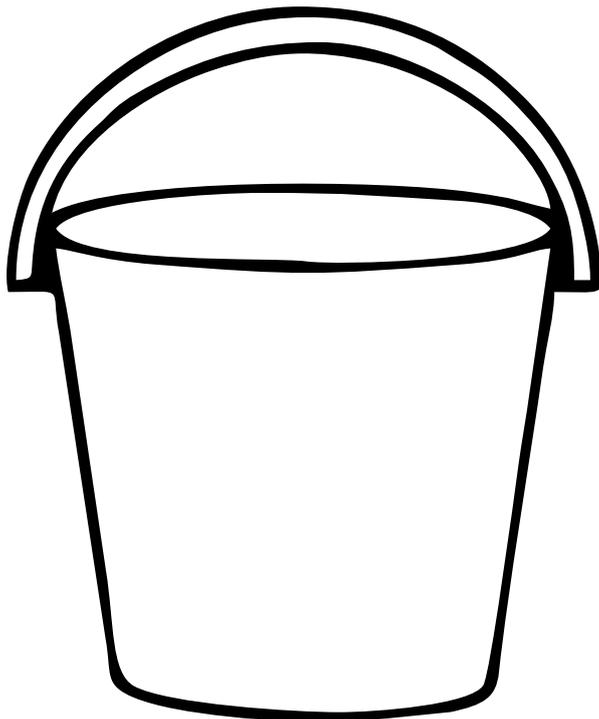
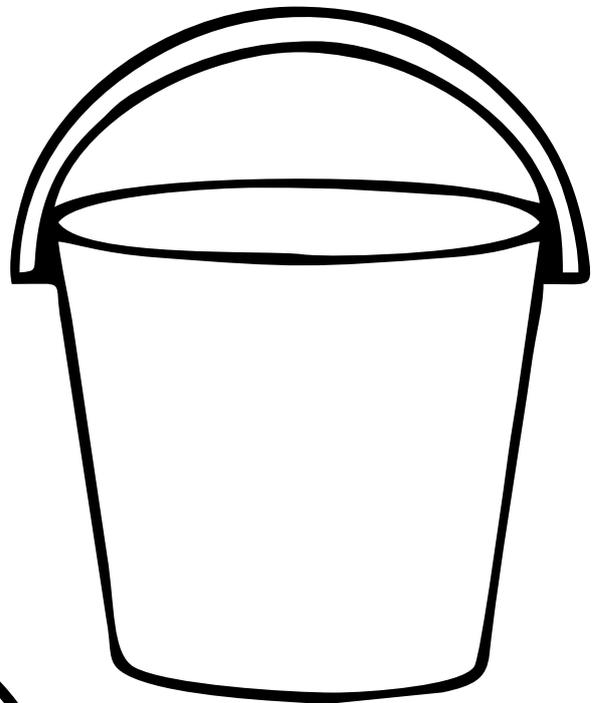
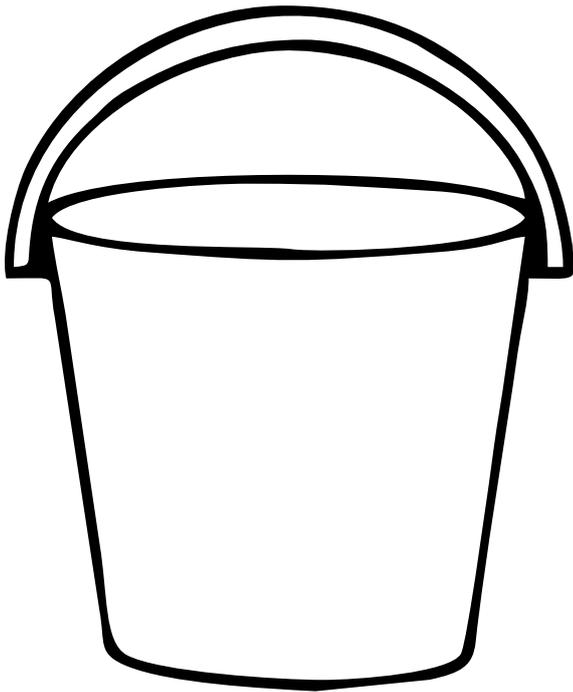
Create 3 content buckets

CONTENT TYPE	THOUGHT STARTER	YOUR IDEA
value	<ul style="list-style-type: none"><li>• What could you teach your audience about this?</li><li>• What tip, insight or helpful advice relates to this product/service?</li></ul>	
Trust	<ul style="list-style-type: none"><li>• How could you show your experience, results or process?</li><li>• What behind-the-scenes, testimonial or story could you share?</li></ul>	
Offer	<ul style="list-style-type: none"><li>• How would you clearly explain what you're selling and how someone can buy, book or enquire?</li></ul>	

# CONTENT THAT CONVERTS

## The 3 content buckets

Now come up with a few content ideas for your product/ service



# CONTENT THAT CONVERTS

## Design & visibility basics

**A hook is the first line that stops someone from scrolling.  
Try writing three hooks related to your business.**



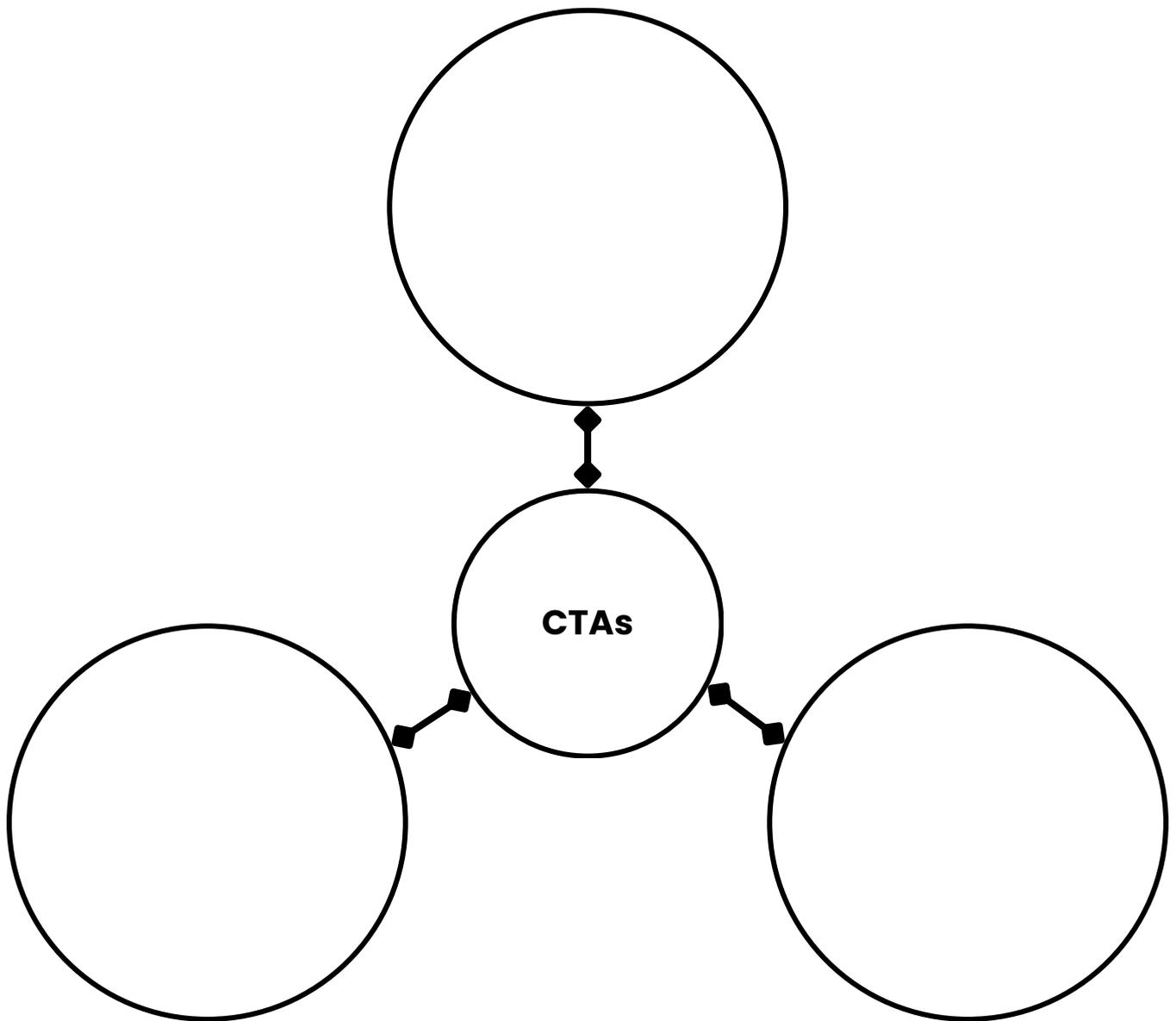
### *Thought starters*

- "The biggest mistake people make when..."
- "3 things I wish people knew about..."
- "If you struggle with \_\_\_\_, try this..."
- "Most people don't realise that..."

# CONTENT THAT CONVERTS

Engagement that leads to sales

Write 3 CTAs you will rotate



# CONTENT THAT CONVERTS

## Engagement that leads to sales

### Create 1 engagement-driven post idea

Write a question or prompt you could post to encourage your audience to respond.

#### *Examples*

- "What's the biggest challenge you face with \_\_\_?"
- "Which option would you choose?"
- "Have you ever struggled with \_\_\_?"

### My engagement question:

### How people might respond:

### What could be the follow up from you/the brand

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# UNDERSTANDING YOUR NUMBERS

## The only metrics that matter



**Identify your current goal**  
What is your main focus right now?

**BRAND AWARENESS**

**ENGAGEMENT**

**SALES**



**Circle the metrics that match your goal**

**If your goal is brand awareness, you might track:**

Reach

Impressions

New followers

Profile visits

**If your goal is engagement, you might track:**

Likes

Comments

Saves

Shares

Story replies

**If your goal is sales or enquiries, you might track:**

Website clicks

Link-in-bio taps

Direct messages

Enquiries or bookings

Purchases

# UNDERSTANDING YOUR NUMBERS

## The only metrics that matter

**STEP 3**

Choose 3 metrics to track monthly



**STEP 4**

Write why these metrics matter for your goal

Metric 1 helps me measure:

Metric 2 helps me measure:

Metric 3 helps me measure:

# UNDERSTANDING YOUR NUMBERS

## The only metrics that matter

Set up a simple monthly tracking sheet

### Monthly metrics tracker

Month:

90 Day Goal:

## AWARENESS

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Metric	Number	Change vs Last Month
Website Clicks	<input type="text"/>	↑ ↓
Link-in-Bio Taps	<input type="text"/>	↑ ↓
Enquiries / DMs	<input type="text"/>	↑ ↓
Sales / Bookings	<input type="text"/>	↑ ↓

# UNDERSTANDING YOUR NUMBERS

The only metrics that matter

## ENGAGEMENT

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Metric	Number	Change vs Last Month
Website Clicks	<input type="text"/>	
Link-in-Bio Taps	<input type="text"/>	
Enquiries / DMs	<input type="text"/>	
Sales / Bookings	<input type="text"/>	

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# UNDERSTANDING YOUR NUMBERS

The only metrics that matter

## CONVERSION

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Metric	Number	Change vs Last Month
Website Clicks	<input type="text"/>	
Link-in-Bio Taps	<input type="text"/>	
Enquiries / DMs	<input type="text"/>	
Sales / Bookings	<input type="text"/>	

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# UNDERSTANDING YOUR NUMBERS

## The only metrics that matter

### Top 3 posts (based on your goal)

	Post title or description	Why it worked
<b>1</b>		
<b>2</b>		
<b>3</b>		

# UNDERSTANDING YOUR NUMBERS

**The only metrics that matter**

**One pattern I will repeat next month**

**One thing I will improve or change**

# UNDERSTANDING YOUR NUMBERS

## How to read insights without panic

One pattern I will repeat next month:



Review your last 10 posts



Identify your top 3 posts based on your goal (awareness / engagement / conversion)

1

2

3



Write down 1 pattern you will repeat next month

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## When (and when not) to use Paid Ads

*Please note: This first section is if you are ready to use paid ads right now.*

### Draft 1 - simple ad campaign idea

### What is the purpose of this ad?

### What are you promoting?

### Who is this ad for?

### What is the ONE message you want them to understand?

## When (and when not) to use Paid Ads

Please note: This first section is if you are ready to use paid ads right now.

### What content will you use?

### What will your call to action (CTA) be?

Budget:  (suggest \$30-\$50 to test)

Duration:  days (suggest 5-7 days)

### Your simple ad campaign idea ( put it all together in 1 sentence)

### *Example*

"I'm going to run a (objective) ad promoting (offer/content) to (audience) using (content type) with the CTA " for \_\_\_ days with a budget of \$."

## Tools & Outsourcing

### What social media tasks take the most time?

1

*Examples*

- Creating graphics
- Writing captions
- Editing videos
- Scheduling posts
- Responding to comments or messages

### What could you streamline?

2

*Examples*

- Creating templates in Canva
- Batching content once per week
- Using a scheduling tool

### What might you outsource in the future?

3

This doesn't need to happen right now - but as your business grows, it can help to think about where support could help.

## Your 30-day Social Media Plan

My main goal for the next 30 days?

1

My main platforms?

2

My content pillars?

3

My posting rhythm

4

One thing I will review next month?

5

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