

#STORYU

IDEAS FOR DOCUMENTATION CONTENT

Share your workout

Introduce followers to the main people in your life and share the thing you love most about each of them

Use a hashtag that's ownable to you every day = familiarity

Morning coffee thoughts

Daily meals

Favorite snacks - tag brands

How are you prepping for your trip, bring us BTS

Weekend rituals

Evening rituals

Do you love your car? Share it with us, give your car a name

What book are you reading?

Share a page/passage from the book you're reading

What podcast are you listening to? What will we get out of it?

Daily leisure walk - where do you go? who do you go with? what's the topic of convo?

Do you eat the same thing every day? Share it and why you love it

Do you and a family member have a fun/funny interaction? What is it? Who's who?

Quirky things you do or unexpected things

Self-deprecation - share something silly you do and bring us in on the joke

Where do you live? And what do you love about it?

Share your pets! I.e. #DailyPip

Favorite music - add it to stories, tell me why you love them

Decide on 3-5 "knowables" that you will play up daily/weekly to your audience so they come to expect it = trust-building. MY KNOWABLES ARE:

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