

10 Minute Instagram Challenge



**A TRIED AND TESTED WAY TO
MANAGE YOUR SOCIAL MEDIA ON
10 MINUTES A DAY...**

Hi!

Thanks so much for downloading this guide, I hope you find it useful and that it gives you some tools to stop stalling and start sharing your message on social media!

I'm always here if you've got any questions or thoughts and LOVE it when people tag me in their news and posts.

I can't wait to see what you make!

Frankie xx



We are going to get stuck straight in (I know you're a busy person) and keep this guide short and sweet but before I do...

here are a few things you'll want to know...

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Where did this guide come from?

I started this guide as a fun challenge for myself to see what I would do (as a social media manager) if I tried to manage my own business profile for only 10 minutes a day! It was A LOT of fun, got me fully unstuck and increased my reach, engagement and followers.

These are the steps I took (tried and tested) and some tips for how you might want to use them.

Who is it for?

Purposeful Adventure Club is for change makers particularly working in the outdoors, whether that's adventurers, community groups or purpose driven businesses. This guide has been made with you in mind, but it would also apply to other purpose driven people looking to share their projects and raise awareness online.

This is best for someone who is fully integrated into the project, someone who has photos and videos at their fingertips and who can very quickly answer "Who are we trying to help, and what do they need?"



Can you really run instagram it in 10 minutes a day?

Yes.... but would I want to... No.

The following prompts were all completed in 10 minutes with a timer, think GCSE exam essay writing stress. It was a really fun way to push myself, challenge my creativity and let go of "not having the time" as an excuse. But in all honesty that stress every day for the rest of forever would be WAY too much for me.

I'd give this a try for 2 weeks and see what you learn, what you enjoy and what you find challenging and then shape your own plan around you and your capacity.

These prompts would also work well stacked together into an hour a week, and would be much calmer spaced out over 2 hours a week.

What do you need to have set up before you start??

This is SUCH an important question - And if you don't already have these set up I'd recommend putting them in place before you start the challenge.

- A website - with basic information about what I do to signpost people to
- Branding - A logo, colours and fonts
- Some Canva Templates - that I can use to quickly make social media posts
- Photos & Videos relevant to who I am, what I do & my audience
- An Instagram profile with profile pic, bio, link and some posts already posted.



WEEK ONE

LET'S GET STARTED!



DAY 1

SHOW UP IN STORIES

This is super simple! Take 10 minutes to jump into stories. Tell us what you are working on, let us know you are taking on this challenge, share your thoughts on something!

Stories are a great place for people who are following you to see more about who you are and what you do. Think behind the scenes, or instagram vs reality.

We want to hear from you!



DAY 2

PLANNING - 5 QUESTIONS & POST PLANNING

Next we're going to make sure we're prioritised and focused in the week, taking a step back to do some planning.

REMEMBER - This is two week planning, it's not your 5 year plan, it doesn't have to be perfect and you can write something completely different next week.

Your challenge is to answer the questions in 5 minutes, see what comes to you and trust what you write down.

The questions are:

- **What is the aim of my social media?** (Are you trying to engage your community, build a new audience, help share information, increase representation, promote a business?)
- **How can I do this?** (What sorts of things have helped in the past? What style posts do you enjoy making, what will best fit this aim? EG reels are great at reaching new people, stories are great for talking to your current audience)
- **Who is my target Audience?**
- **What do they need?**
- **How can I help?**

These questions should start to give you ideas for posts to make and content to share. From here I challenged myself to write down 4 EASY reel ideas and 4 EASY post ideas. To make and schedule over the next few days.

WEEK ONE

LET'S GET STARTED!



DAY 3

MAKE AS MANY POSTS AS POSSIBLE

This is where it really helps to have templates already made. In this challenge I made the graphics for 2 regular posts and 1 carousel post. If you usually post just with images this could look like finding the right images for your posts and setting them up as drafts.

How many posts you make will depend on you - Even just designing two posts in these 10 minutes will give you 1 per week to share.



DAY 4

SCHEDULE POSTS

For this challenge I downloaded the graphics onto my phone and scheduled them directly in the instagram app, but you could also schedule them in Business suite, or wherever you usually schedule posts.

The challenge here is to speed write you captions & #'s - no second guessing is allowed. You'll want to make sure what your saying is to the point, focused to your planning and then trust that what you've written is perfect just the way it is.



DAY 5

SCHEDULE POSTS

10 minutes to write captions is HARD. I spread this one out over 2 days writing 2 captions each time. If you've already written your captions and you are WAY ahead you could use this time to show up in stories, set up a q'n'a or go live!

WEEK TWO

LET'S GET STARTED!



DAY 6

ENGAGE WITH CURRENT CLIENTS/COMMUNITY

This is a HUGE time saving tip!

To start with, all the “hacks” of engaging with randoms and follow for follow spam can get in the bin.

Instead you'll want to be engaging with people you genuinely want to connect with. Your supporters, clients, community members, people whose work you look up to, your team members... the list goes on.

Here's the tip - Add all these people to your “favourites” when you scroll through your newsfeed you can choose to look through your favourites instead of the regular feed and you'll only see the content you really want to engage with.

Like posts, leave genuine comments, message people, reply to stories, engage with comments and share posts to your story if that's relevant to you.



DAY 7

SHARE STORIES FROM AN EVENT

I've put this on day 7 but it could be whatever day is relevant for you. For my challenge I took 10 minutes to share photos and stories from the Purposeful Adventure Club monthly event. But this could be sharing a post from a meetup, sharing stories of training, sharing an event you've been to or sharing in stories what's going on for you right now.

If you're not doing anything “story worthy” (you probably are) you could always use this day to share in stories and look back at a previous event, meet up, achievement or challenge.

WEEK TWO

LET'S GET STARTED!



DAY 8

MAKE REELS!

IT'S TIME!!!! Okay same as the posts I aimed to make 1 or 2 reels in 10 minutes.... This is how:

- Take another look at the planning sheet - What do people need help with/want to see
- Keep it simple and take one 4-10 sec video
- Use one piece of text to make one point relevant to your audience
- Add in a suggested audio, or a saved audio, or a "new releases" audio
- Write a caption that explains what you mean in the post - or share a few words that give it context "I said what I said" style

Keep it that simple. Elaborate reels, multiple clips, clever voice overs are AMAZING - but they are not for you if you have better places to give your time and energy.



DAY 9

MAKE REELS!

110 minutes is tight! Use today to finish them off, add to your captions or experiment with a slightly harder reel following a trend.



DAY 10

ADMIN

You've MADE IT! **Last DAY!** Use this day to get ahead on admin:

- Reply to any unanswered comments
- Add anything to highlights
- Change your bio link if you need to
- Take a look at your insights, what went well?
- Reflect on the last two weeks, what did you enjoy, what was hard, what was fun?

And get ready to repeat! If you're using this challenge as a way to get back into social media reflect on what parts you want to carry on with.

If you're using this challenge as part of your on going strategy use this day to pause, reflect and get ready to repeat from day 1.

Before you go...

A REMINDER – that things that a different amount of time for different people, some people will be able to batch create 10 graphics in 10 minutes... for others 1 in 10 minutes is a push. Use this as a guide to find what works for you, your page and your capacity.

I'm always here if you've got any questions! And you can find out more about other social media training & 1:1 calls via www.frankiedewar.co

Good Luck!

Frankie xx



@PurposefulAdventureClub