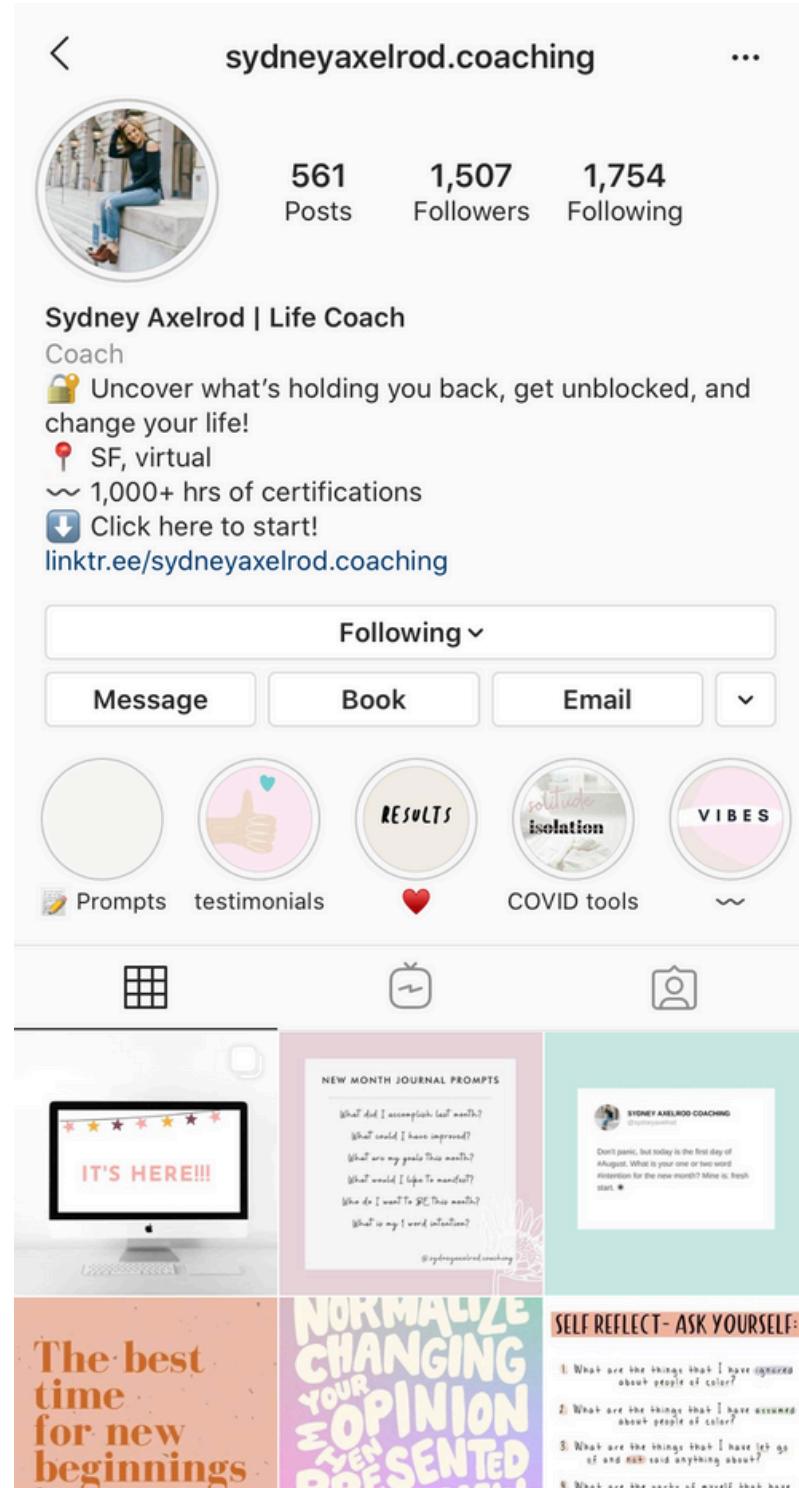


Sydney Axelrod LLC Social Media Samples

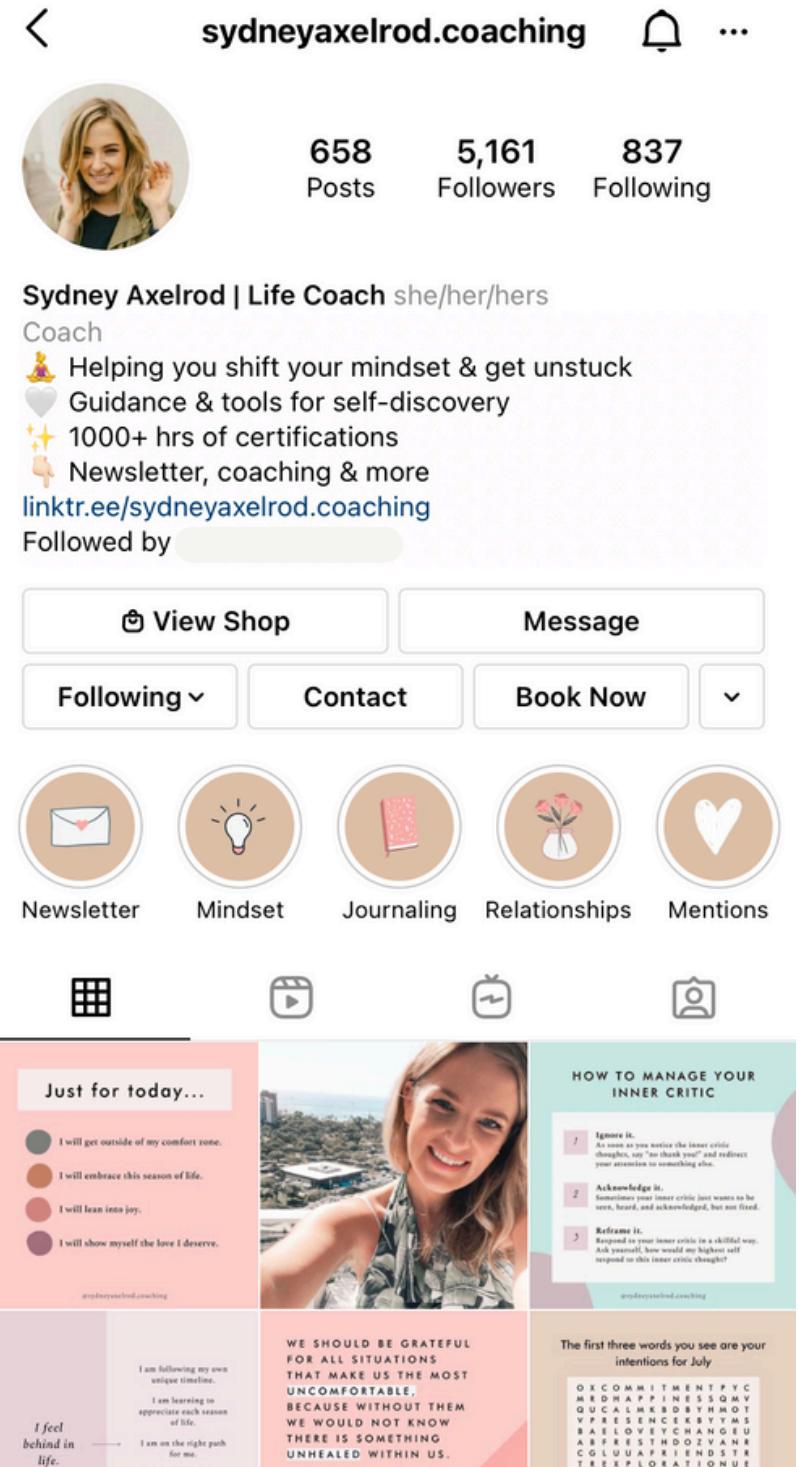
By Ashley Boren

As the Digital Marketing Manager at a life coaching business, I designed original social media content using Canva. When I started as a Digital Marketing Intern, I developed a cohesive brand style to use across social media platforms. By posting 3 to 4 times per week for over one year, the brand's Instagram followers have increased from 1,500 to over 5,100 and content interactions have increased over 243%.

Instagaram



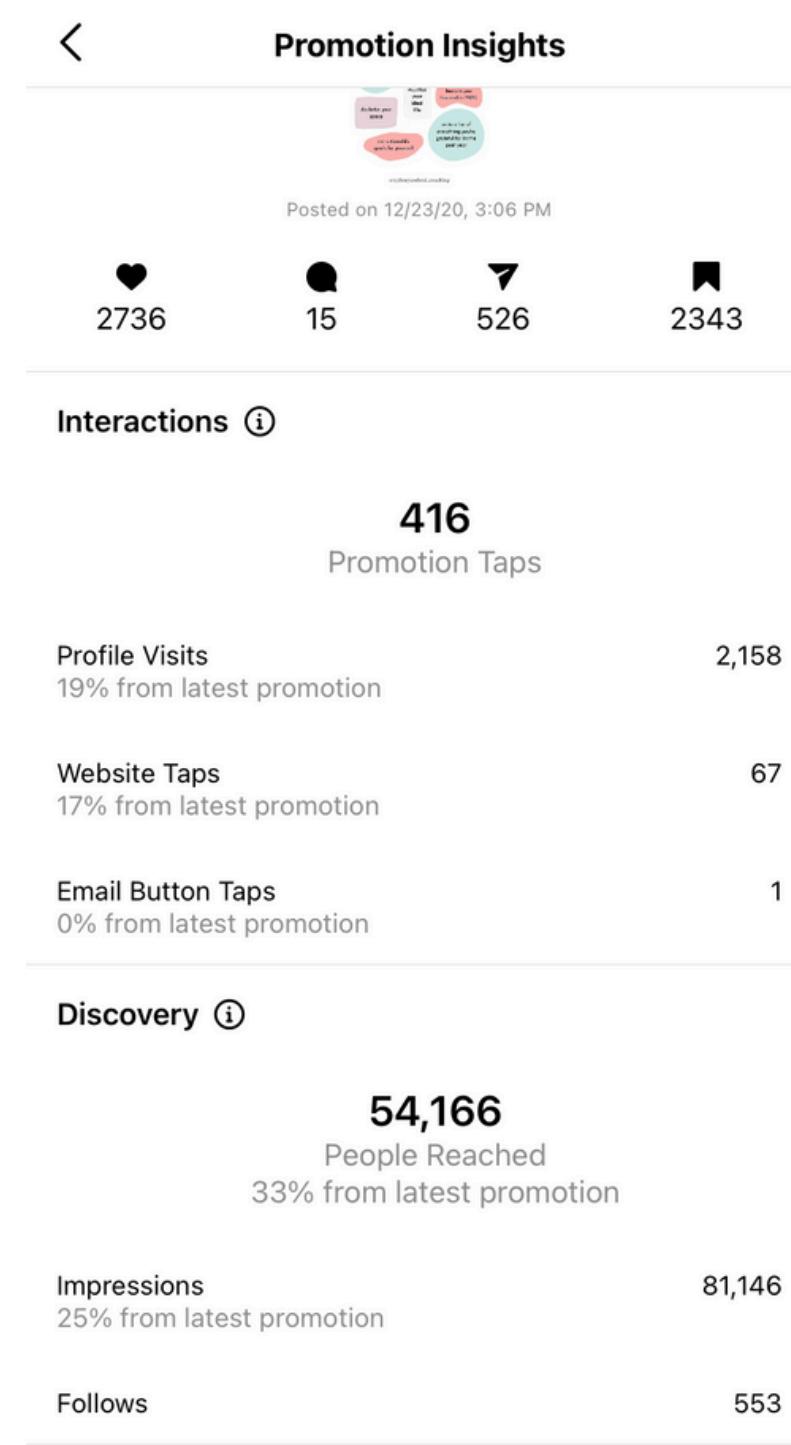
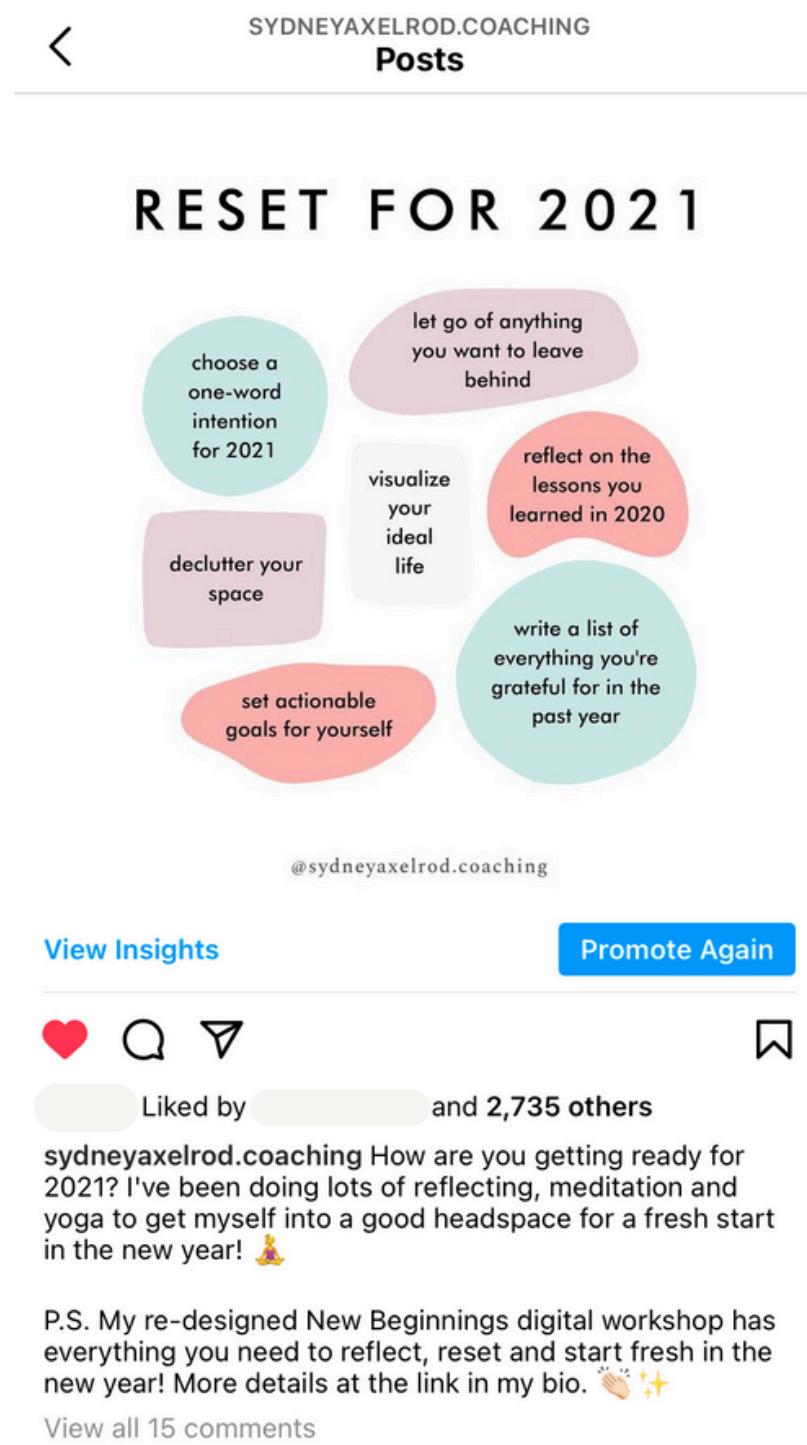
August 2020



July 2021

I optimized the Instagram bio by writing new copy with keywords to concisely convey the brand messaging. As a Digital Marketing Intern, I developed a cohesive brand style, including color palette and typography. Sydney Axelrod, the business owner, created new highlight reel cover images using this color palette.

Instagram (Paid)



This post was part of the social media campaign to promote the relaunch of a digital workshop, New Beginnings.

December 2020

GIVEAWAY

new beginnings



@sydneyaxelrod.coaching

December 2020

sydneyaxelrod.coaching ✨ New Beginnings Giveaway ✨

Give yourself or a loved one the gift of a fresh start in 2021! (We all need one don't we?!) The New Beginnings 8-day, self-paced workshop will help you deeply reflect on this past year, let go of what's no longer serving you, design a gorgeous vision board, set clearly defined goals, create a 12-month action plan for manifesting your vision, and so much more.

One winner will receive:

💕 New Beginnings Digital Workshop

How to enter:

1. Follow [@sydneyaxelrod.coaching](#)
2. Like this post
3. Tag 3 friends (in the same comment)

Extra entry:

1. Share this post to your story for 24 hours and tag [@sydneyaxelrod.coaching](#)

Giveaway ends New Year's Day at 11:11am PST! One winner will announced at noon on Friday, 1/1/21! This giveaway is not associated with Instagram in any way.

Thank you for participating and sharing! 😊

[View all 47 comments](#)

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

84

47

39

15

Your insights include data from promotions created or deleted on Instagram or on Facebook advertising tools.

Interactions i

148

Actions taken from this post

Profile Visits

143

Website Taps

5

Discovery i

3,250

People Reached

Impressions

4,205

From Home

3,072

From Profile

278

From Explore

119

From Other

736

Follows

33

Follows

33

Relationship Reframes



@sydneyaxelrod.coaching

[View Insights](#)

[Promote Again](#)



Liked by and 2,489 others

sydneyaxelrod.coaching What stories are you telling yourself about your current and past relationships? Our stories can be so powerful, but sometimes we've told them to ourselves so many times in the same way that some of the deep meaning and power gets lost.

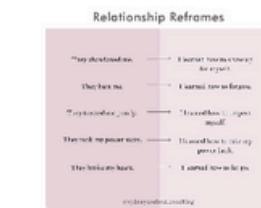
I've personally said all the things in the left column about past relationships (romantic or otherwise) without honoring the lessons and growth that followed. Have you?

Your story is your story. It's sacred and special no matter what. What happened, happened and there are some facts you cannot change. But what's amazing is that you get to make up the MEANING from each experience. You get to compost your experiences into fuel, power, transformation and expansion. You get to reframe the impact of your old stories from disempowering to empowering.

What have your relationships taught you? ❤

December 2020

Promotion Insights



Posted on 10/15/20, 9:12 AM

2490

12

266

2295

Interactions i

997

Promotion Taps

Profile Visits

52% from latest promotion

1,911

Website Taps

53% from latest promotion

13

Discovery i

38,986

People Reached

73% from latest promotion

Impressions

56% from latest promotion

61,606

Follows

477



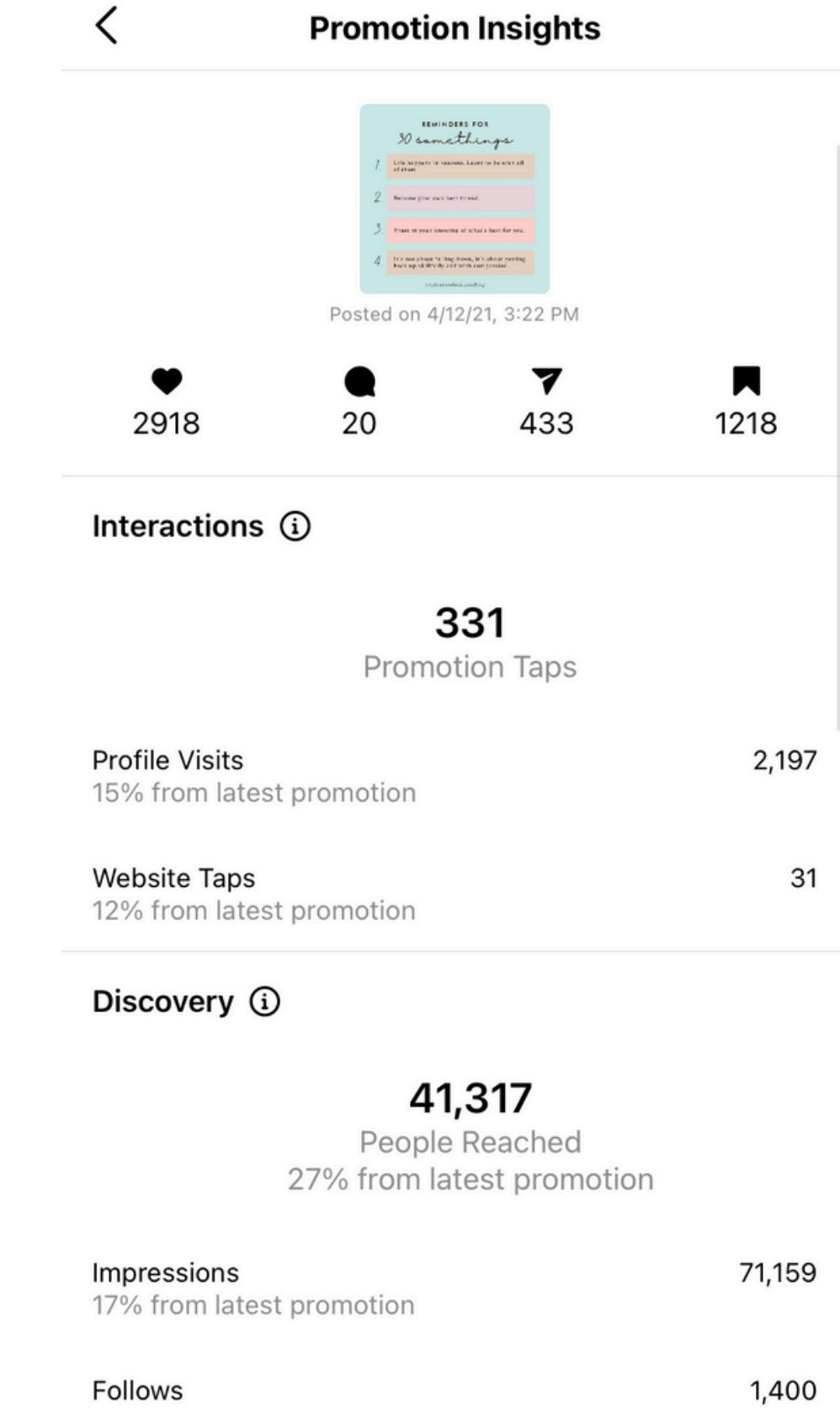
sydneyaxelrod.coaching Do you ever feel like your life doesn't look exactly how you thought it would in your 30s? You assume you need to have everything figured out: a perfect career, relationship, etc.

But especially in your 30s, you'll experience so many different seasons of life. There might be seasons of career success, adventure, loneliness, stability, contentment, feeling lost, and growth. All of these are part of your own unique journey and each one will teach you something about yourself. That's why it is so important to learn to embrace wherever you are right now.

It's easy to compare yourself to other people your age and assume they have it all together. But your 20s and 30s are such a powerful time of discovering and owning your true self. Focus on what is best for YOU, and ignore all the outside noise. Create your own timeline. ❤️

Which one of these 4 reminders resonates with you the most?

April 2021



Instagram (Organic)



[View Insights](#)

[Promote](#)



Liked by : [REDACTED] and 165 others

sydneyaxelrod.coaching Happy July! ☀️ Take a deep breath, get centered, and claim the first 3 words you see as your intentions. (Remember to check across and downwards!)

What are your intentions for this month? 🙌

July 2021

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

166 38 128 46

Interactions i

23

Actions taken from this post

Profile Visits 23

Discovery i

2,753

Accounts Reached
18% weren't following sydneyaxelrod.coaching

Impressions 2,849

From Home 2,290

From Explore 258

From Hashtags 147

From Other 95

Follows 2



[View Insights](#)

[Promote](#)



Liked by  and 122 others

sydneyaxelrod.coaching Reframe your mindset to focus on empowering thoughts. Instead of asking yourself, "Why is this happening to me?" think about what you can learn from a difficult situation. Then from there, you can choose how to skillfully respond and move forward. 

#reframeyourthoughts #mindsetiseverything
#mindsetmatters #growthmindsets #reframing
#questionyourthoughts #thoughtsarepowerful #lifecoach
#30somethings #20somethings #lifecoachingtips
#lifecoachingformen #getunstuck

June 2021

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

 123

 5

 34

 68

Interactions i

41

Actions taken from this post

Profile Visits

36

Website Taps

5

Discovery i

1,799

Accounts Reached

16% weren't following sydneyaxelrod.coaching

Impressions

1,910

From Home

1,553

From Hashtags

161

From Profile

87

From Other

25

Follows

10



Liked by sydneyaxelrod.coaching and 193 others

sydneyaxelrod.coaching Do you set boundaries with your negative thoughts? You can rewrite your own story, reframe your thoughts, and take your power back. ❤️

Which tip is your fave? Let me know in the comments!

April 2021

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)



194



12



67



124

Interactions i

49

Actions taken from this post

Profile Visits

47

Website Taps

2

Discovery i

2,255

Accounts Reached
42% weren't following sydneyaxelrod.coaching

Impressions

2,469

From Home

1,174

From Hashtags

649

From Profile

498

From Other

56

Follows

13



sydneyaxelrod.coaching

...

Liked by  and 23 others

sydneyaxelrod.coaching 🌸 Mini Reading 🌸

Which card is calling to you: 1, 2 or 3? (Comment below!)
This is your affirmation for the week.

Swipe through to see which affirmation you chose from my Wildflower Deck of Affirmations & Simple Truths (details in bio). 🌸

If the card you picked resonates with you, repeat that affirmation to yourself throughout the week. Journal about it. Meditate on it. Use it as your positive intention to start this new week off right. What does it look like to live into that statement this week?

Let me know in the comments which card you picked! 😊

[View all 9 comments](#)

hannah_inman I picked 1 and it's perfect 😍 😍 😍



sydneyaxelrod.coaching @hannah_inman I love when that happens!! ❤️ ❤️ ❤️



September 21, 2020



September 2020

