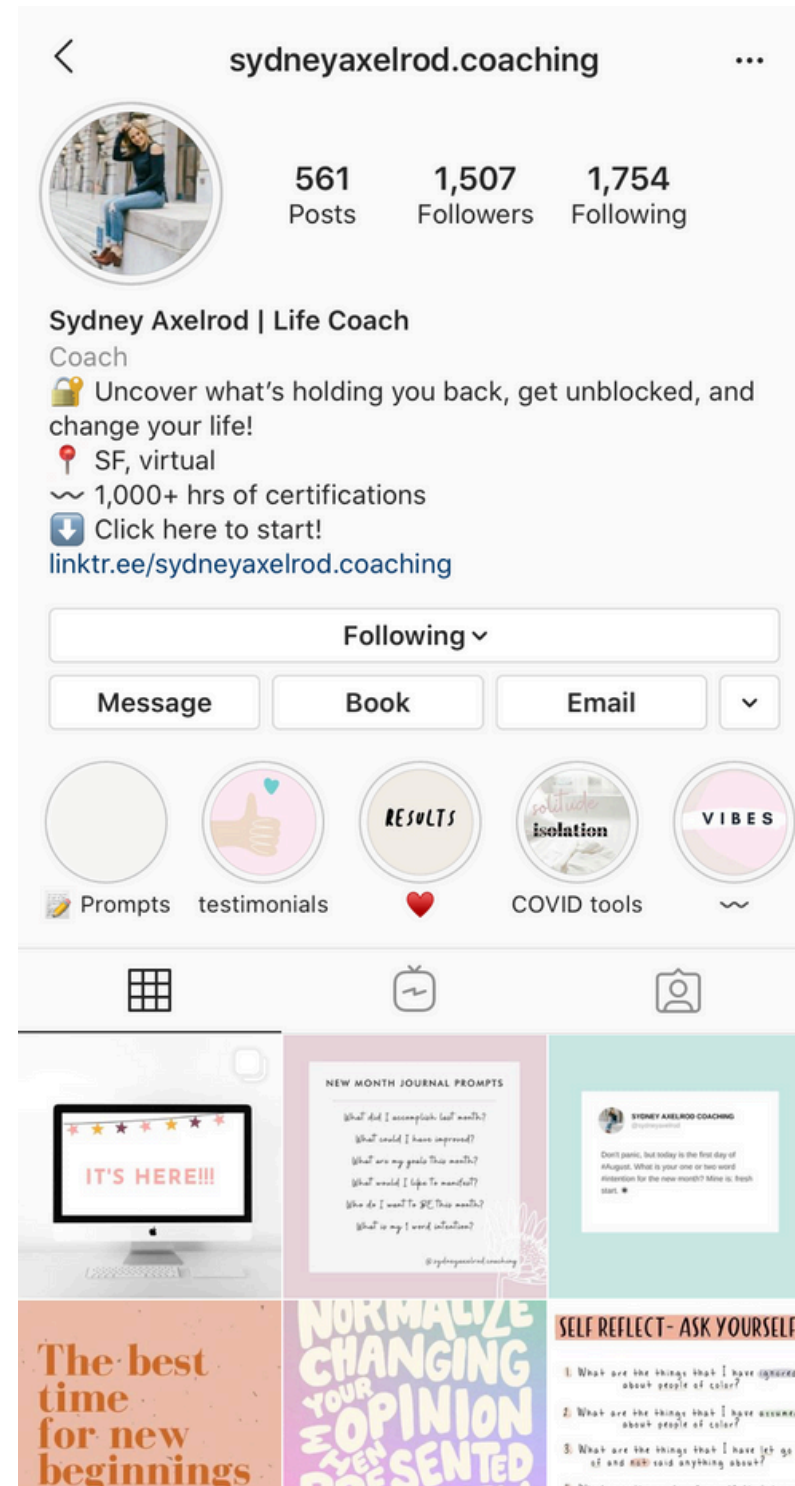


Sydney Axelrod LLC Social Media Samples

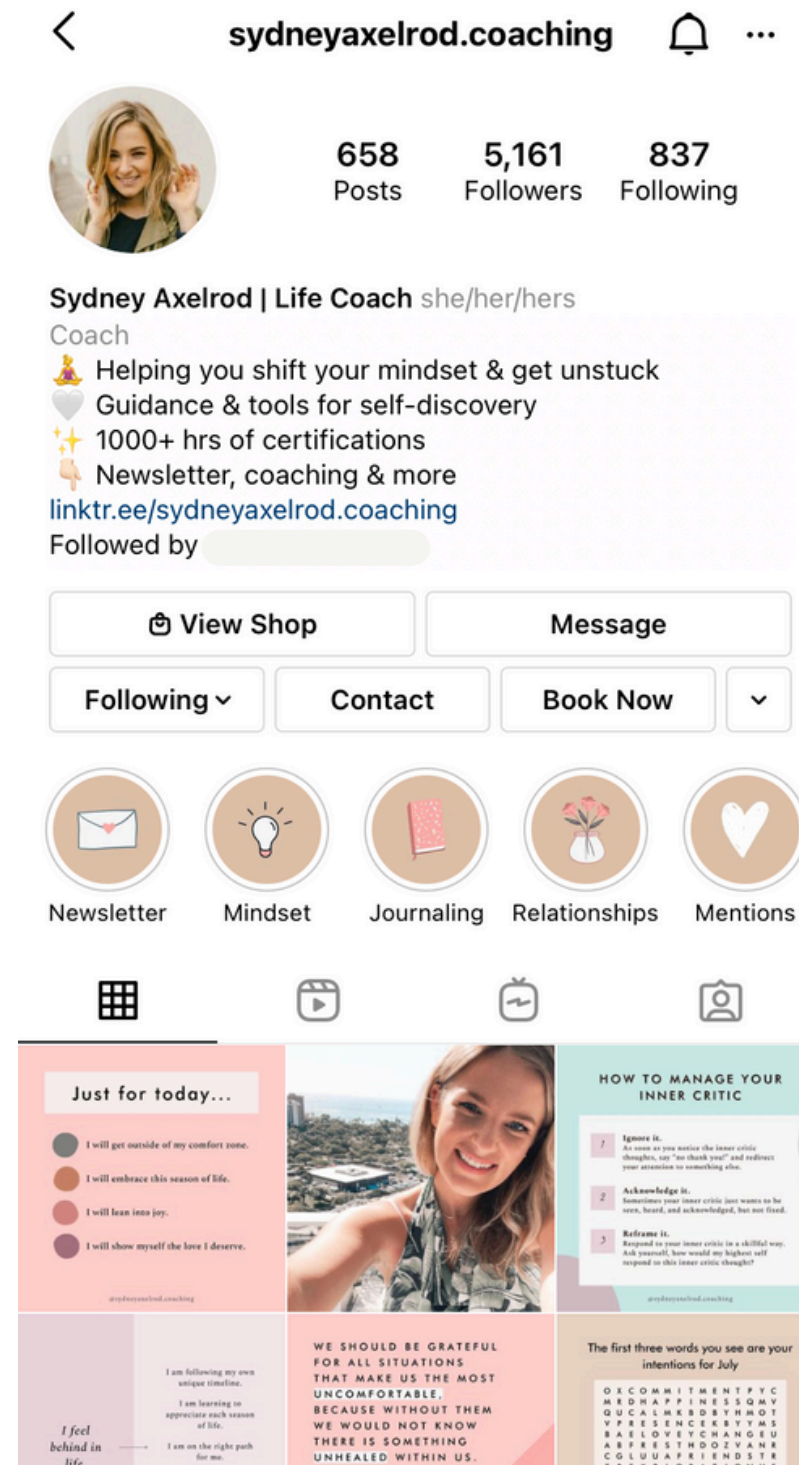
By Ashley Boren

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%.

Instagram



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)

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SYDNEYAXELROD.COACHING

Posts

RESET FOR 2021

choose a one-word intention for 2021

let go of anything you want to leave behind

visualize your ideal life

reflect on the lessons you learned in 2020

declutter your space

write a list of everything you're grateful for in the past year

set actionable goals for yourself

@sydneyaxelrod.coaching

View Insights

Promote Again

♥

💬

🚩

🔖

Liked by and 2,735 others

sydneyaxelrod.coaching

How are you getting ready for 2021? I've been doing lots of reflecting, meditation and yoga to get myself into a good headspace for a fresh start in the new year! 🧘🏻

P.S. My re-designed New Beginnings digital workshop has everything you need to reflect, reset and start fresh in the new year! More details at the link in my bio. 🙌🏻 ✨

View all 15 comments

<

Promotion Insights

Posted on 12/23/20, 3:06 PM

♥

💬

🚩

🔖

2736

15

526

2343

Interactions ⓘ

416

Promotion Taps

Profile Visits

19% from latest promotion

2,158

Website Taps

17% from latest promotion

67

Email Button Taps

0% from latest promotion

1

Discovery ⓘ

54,166

People Reached

33% from latest promotion

Impressions

25% from latest promotion

81,146

Follows

553

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

December 2020

A still life composition featuring a white ceramic mug with a black sunburst pattern, a light blue notebook, and a pen resting on a wooden surface. In the background, a potted plant with long green leaves is visible.

December 2020

[View all 47 comments](#)

Follows 33

Relationship Reframes

They abandoned me.	→	I learned how to show up for myself.
They hurt me.	→	I learned how to forgive.
They treated me poorly.	→	I learned how to respect myself.
They took my power away.	→	I learned how to take my power back.
They broke my heart.	→	I learned how to let go.

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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 ⓘ

997

Promotion Taps

Profile Visits

52% from latest promotion

1,911

Website Taps

53% from latest promotion

13

Discovery ⓘ

38,986

People Reached
73% from latest promotion

Impressions

56% from latest promotion

61,606

Follows

477

REMINDERS FOR

30 somethings

1.

Life happens in seasons. Learn to be with all of them.

2.

Become your own best friend.

3.

Trust in your knowing of what's best for you.

4.

It's not about falling down, it's about getting back up skillfully and with compassion.

@sydneyaxelrod.coaching

View Insights

Promote Again

♡

💬

🚩

🔖

Liked by and 2,917 others

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?

<

Promotion Insights

REMINDERS FOR

30 somethings

1.

Life happens in seasons. Learn to be with all of them.

2.

Become your own best friend.

3.

Trust in your knowing of what's best for you.

4.

It's not about falling down, it's about getting back up skillfully and with compassion.

@sydneyaxelrod.coaching

Posted on 4/12/21, 3:22 PM

♡

💬

🚩

🔖

2918

20

433

1218

Interactions ⓘ

331

Promotion Taps

Profile Visits

15% from latest promotion

2,197

Website Taps

12% from latest promotion

31

Discovery ⓘ

41,317

People Reached

27% from latest promotion

Impressions

17% from latest promotion

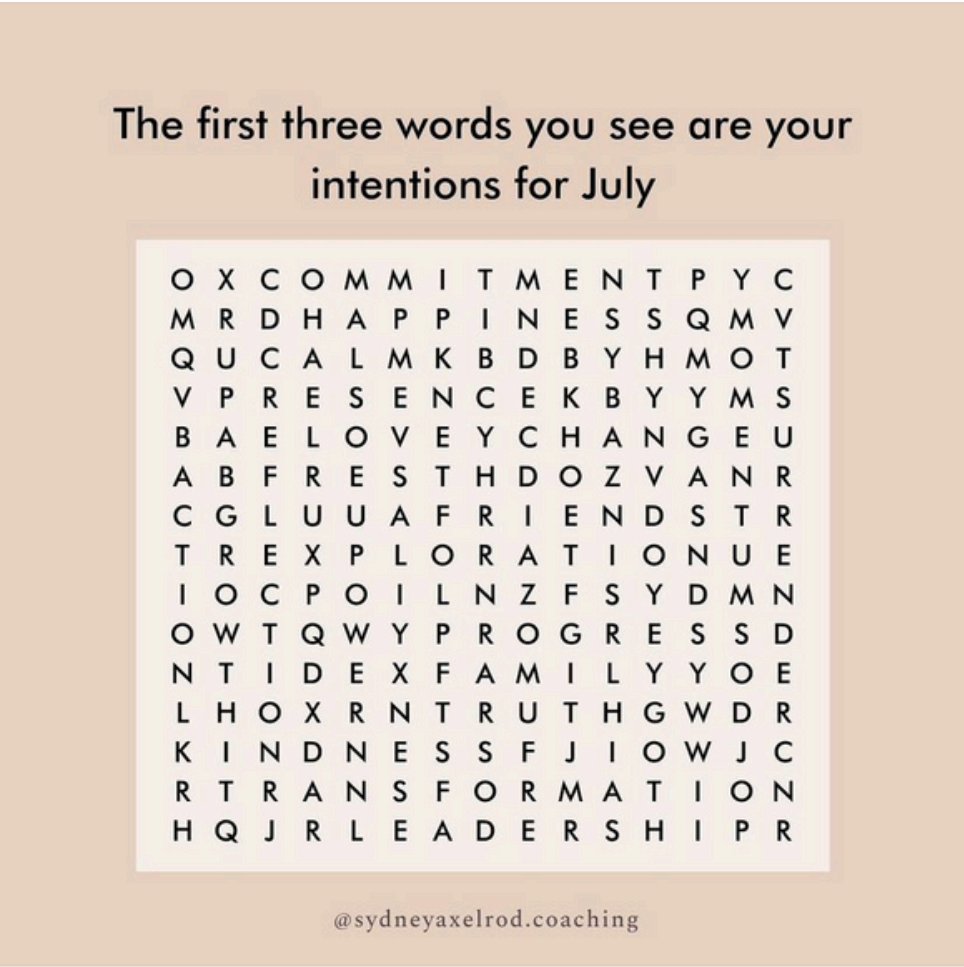
71,159

Follows

1,400

April 2021

Instagram (Organic)



[View Insights](#)

[Promote](#)



Liked by :  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? 📌

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 ⓘ

23

Actions taken from this post

Profile Visits

23

Discovery ⓘ

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

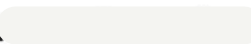
July 2021



[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 ⓘ

41

Actions taken from this post

Profile Visits	36
Website Taps	5

Discovery ⓘ

1,799

Accounts Reached

16% weren't following sydneyaxelrod.coaching

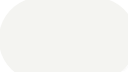
Impressions	1,910
From Home	1,553
From Hashtags	161
From Profile	87
From Other	25
Follows	10



[View Insights](#)

[Promote](#)



Liked by  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!

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 ⓘ

49

Actions taken from this post

Profile Visits	47
Website Taps	2

Discovery ⓘ

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

April 2021



sydneyaxelrod.coaching

...



September 2020

Liked by [redacted] 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

