

Helen Burrell

Social Media Plan



Overall Goals:

- Showcase your creative work using Lavinia Stamps
- Promote workshops/introduction sessions
- Build a personal brand in the stamping and paper craft community
- Grow a community of craters who are inspired by your techniques.

Foundations ~ Set up First

Bios & Introductions



Instagram Bio: *(Feel free to put emojis in this!)*

Full-time Lecturer at ??? | Lavinia Stamps In-House Creative
Crafts · Workshops · Introduction Sessions

Links (Any links you want to put in, for example workshop links, your Etsy shop etc)
@lavinia_stamps (pop our account at the bottom!)



Facebook:

Short Bio: *Just do a little info about yourself!*

Something along the lines of...

I'm a mixed media & stamping artist creating magical scenes with Lavinia Stamps. I share my makes, run workshops and inspire others to get creative. I am a full time lecturer at ??? and have been a crafter for ??? years.

- Category: Visual Arts/Arts & Crafts
- Contact Info: Add email, Lavinia Website, Your Etsy page

Facebook
specific
settings!

Content Plan (Monthly/Weekly)

Just do whatever you can Helen! Do less or do more, just what you can manage! This is just a rough idea.

Weekly Posting Schedule (Instagram & Facebook)

Day	Content Type	Notes
Monday	Project of the week	Showcase a recent or new creation, carousel or reel
Tuesday	Tip Tuesday	Short video or photo tutorial using Lavinia products and techniques
Wednesday	Behind the Scenes	Show your workspace, your tools, work-in progress crafts
Thursday	Workshop Promo	Info about your upcoming introduction sessions (Post)
Friday	Community Post	Join our Facebook groups and get involved with our community, comment on a few pics, post your own make etc.
Saturday	Story Polls	Engage audience on Stories: Ask them what they want to learn, vote on colour schemes etc.
Sunday	Personal Insight/ Crafting Life	A more personal post to build connection. Maybe a funny meme or a look back on you as a crafter.

Engagement Tips

- Reply to every comment and DM to build loyalty
- Ask questions in the captions of your posts.
- Tag Lavinia Stamps in all related posts (when you use our products for example)

Strategies

Below I have listed some content types just so you know what you can do.
All suggestions!



Instagram Strategy: (If you aren't to sure on some of these please reach out!)

Content Types:

- Reels (Videos): Quick stamping tutorials, transformations, workshop snippets
- Carousel Posts: Step-by step projects, tool breakdowns, pictures of workshops
- Stories: Daily updates, polls, workshop countdowns, behind-the-scenes
- Highlights: My Work, Techniques, Workshops, Etsy Shop (Titles for them)

Hashtags

Use a mix of:

#laviniastamps
#stampingcommunity
#cardmaking
#crafting
#bts
#behindthescenes

Plus any trending hashtags or seasonal ones!



Facebook Strategy: (If you aren't to sure on some of these please reach out!)

Content Types:

- Longer form posts: Write more about your process, your story, workshop details.
- Facebook lives: Host live 'Craft with me sessions'
- Groups: Join our 'Lavinia For You' and 'Reach out with Lavinia' groups. Promote your workshops on there.

If you have any questions or need more help,
please reach out to beth@laviniastamps.com

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