CELEBRATING THE NEW CHANNEL CONNECTIONS

BlueSky Threads

30 DAYS OF POSITIVITY

Your Cross-Platform Calendar

30 DAYS OF POSITIVE POSTS TO GET STARTED ON BLUESKY AND/OR THREADS CREATED IN 1 AFTERNOON

30 Days of Positive Posts: Cross-Platform Calendar

Week 1: Building Foundations

Day 1: Introduction

Threads: "New beginnings! Excited to join this positive space 👋"
Bluesky: "Starting fresh on Bluesky - let's build something meaningful together"
Topic: Personal/brand introduction with an optimistic outlook

Day 2: Gratitude

Share three things you're thankful for in your industry
Highlight a mentor or inspiration
Ask community to share their gratitude moments

Day 3: Behind the Scenes

Share a positive workplace moment
Highlight team collaboration
Show the human side of your brand

Day 4: Industry Insights

Share an optimistic trend in your field
Highlight innovative solutions
Encourage discussion about positive changes

Day 5: Friday Wins

Celebrate weekly achievements
Highlight community successes
Share positive feedback received

Day 6-7: Weekend Wisdom

Share inspiring quotes
Post relaxation tips
Encourage work-life balance

week 1

30 Days of Positive Posts: Cross-Platform Calendar

Week 2: Community Building

Day 8: Monday Motivation

Share your week's goals
Offer encouragement
Ask about others' aspirations

Day 9: Teaching Tuesday

Share a helpful tip
Offer industry insights
Create an educational thread

Day 10: Wellness Wednesday

Share workplace wellness tips
Discuss positive habits
Encourage healthy practices

[Continue pattern through remaining weeks... see next page]

week 2

30 DAYS OF POSITIVITY PLANNER

February 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29 Introduce your brand	30 Gratitude	31 Behind the Scenes	01 Industry Insights	02 FRIDAY WINS	03 Weekend Wisdom
04	05 MONDAY MOTIVATION	06 Teaching Tuesday	07 Wellness Wednesday	08 Industry Insights	09 FRIDAY WINS	10 Weekend Wisdom
11	12 MONDAY MOTIVATION	13 Gratitude	14 Behind the Scenes	15 Industry Insights	16 FRIDAY WINS	17 Weekend Wisdom
18	19 MONDAY MOTIVATION	20 Teaching Tuesday	21 Wellness Wednesday	22 Industry Insights	23 FRIDAY WINS	24 Weekend Wisdom
25	26 MONDAY MOTIVATION	27 Gratitude	28 Behind the Scenes	29 Industry Insights	01 FRIDAY WINS	02 Weekend Wisdom

30 Days of Positive Posts: Cross-Platform Calendar

Content Types to Mix & Match:

Celebration Posts
- Team wins
- Industry achievements

Community milestones

Educational Content
- Quick tips
- How-to threads

Industry insights

Community Engagement
- Questions
- Polls
- Discussion starters

Inspiration

- Success stories
- Progress updates
- Motivation quotes

Platform-Specific Tips

	THREADS	BLUESKY
TONALITY	Use more casual, conversational tone	More detailled discussions (be there, don't post and ghost!)
ENHANCE	Incorporate emojis naturally	Technical insights welcome
STYLE	Focus on storytelling	Focus on innovative ideas
EXTRA APPEAL	Leverage Instagram connections	Engage with custom feeds

30 Days of Positive Posts: Cross-Platform Calendar

Hashtag Strategy

To create context and ease discovery, uses these here consistently: (you can bulk add them in ÄÄ when you bulk add posts)

#PositiveVibes
#GrowthMindset
#CommunityFirst
[Industry-specific tags]

Some hints for quality engagement

- Respond to comments within 24 hours
- Ask follow-up questions
- Share community posts
- Celebrate others' successes

Content Pillars

Industry Expertise

Community Building

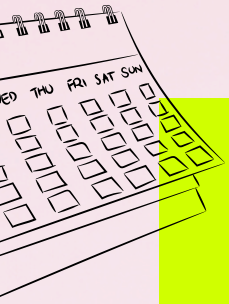
Personal/Brand Journey

Educational Value

Positive Impact

Success Metrics

- Engagement rate
- Community growth
- Conversation quality
- Positive sentiment



Positivity Month Recipe

1 brand 1 afternoon 100 % fun

At Ägile Ässets. we're all about making your social media job fun again. Today we want to share our recipe for how to get a whole month of posts created without (!) sacrificing quality. Ready for it? Let's dive in.

Posts Needed

1 Say Hi Post
2x Teaching Tuesday
2 x Wellness Wednesday
3 x Gratitude
3 x Behind the Scenes
4 x Monday Motivation
5 x Industry Insight
5 x Weekend Wisdom

How to Have Fun with it

1. Of course you can simply dig in.
2. However, being creative can be so much fun, isn't it?
3. And the best thing is: People will notice and feel the difference.
4. Have a good coffee, and make sure you have block focus time (at least for the first brainstorming and selections. Your favorite playlist or DJ set now come in handy. For the next 4 hours, you're a creative animal doing what you do best - enjoy!
5. Sometimes, it is good to get to an 80% level in one stretch, then let it sit for another day, review, and refine. Not to do: Make a break between brainstorming and implementation; this will typically make the process much lengthier.

Real-life tested.*

How to put it together

IN JUST 1 AFTERNOON

*This is the actual process our CEO Kristin uses in her brand agency to successfully create quality campaigns in a minimal amount of time.

1 Brainstorm on those different content types. If you feel 'blank page' block start writing it out. Play with Claude or GPT. At best go for more ideas than you need. Use each a big paper, or do it online on Miro as a remote team. — 30'

2 Select the posts that speak to you. If they feel a bit bold, that's good (not risk, yjust bold ;)). Give them a look whether they overall tell one story that feels like your brand. — 20'

3 Create. Be efficient about it. Use or create templates for each. Then start filling in. Make sure that at least a third contains something visually appealing. — 2 X 60'

10'

4 Bulk upload or one by one upload, then drag + drop to the calendar. For the captions, again, feel free to let Mägic Ed (built in) or an external tool such as Claude help you. Make sure the style sounds like your brand. If you don't have it already, play with the tonallity settings in Mägic Ed, find one that fits and sitck with it. — 20' 30'

5 Review from afar on the brand overview to make sure the overall story unfolds nicely. Adapt again. Set the posts for the next 1-2 weeks active to autopublish. — 10'

4H = DONE

RELAX. SPREAD POSITIVITY.
WATCH YOUR BRAND GROW.

3 MAIN MANTRAS TO BUILD GREAT BRANDS ON SOCIAL

BRAND, NOT SCAM

Brand Building is s Marathon, not a Sprint.

BE STICKY

Remember: Consistency > Perfection

KNOW WHO YOU ARE

Focus on authentic, value-adding content that builds genuine connections.

HAPPY BRAND-BUILDING!

BROUGHT TO YOU BY

Ägile Ässets

Ägile Ässets is the Agile Social Media Management Pro Tool built and continuously developed by a real brand agency.

That means: Real life experience and expert know-how turned into a tool that allows for efficiency and quality at the same time. Plus: Fun.

Did we mention fun?