**Month 1 Instagram Content Plan (Face-Free)**

| **Week** | **Post Type** | **Content Idea** | **Visual Approach** | **Caption Focus** | **CTA** |
| --- | --- | --- | --- | --- | --- |
| **Week 1** | Brand Intro Post | “Welcome to Myska Health & Wellness” | Brand colors + logo + flat lay of healthy foods | Share her story in text | “Follow for weekly wellness tips” |
|  | Tip Carousel | “5 Foods for Clear Skin” | Minimal design + stock ingredient photos | Educational + relatable | “Save for your next grocery run” |
|  | Reel | Morning wellness routine | Stock clips + text overlay | Relatable + easy tips | “Which tip will you try?” |
| **Week 2** | Product Teaser | “Something Refreshing is Coming…” | Juice bottle mockup + clean design | Build curiosity | “Comment ‘JUICE’ for updates” |
|  | Myth-Busting Carousel | “3 Diet Myths That Harm Your Skin” | Bold text graphics + stock photos | Educational | “Share with a friend” |
|  | Story Q&A | Polls + “Ask me about diet & skin” | Canva templates | Engagement | “What’s your #1 health goal?” |
| **Week 3** | Before/After Graphic | Skin improvement example (blurred face or stock) | Side-by-side design | Social proof | “DM to start your journey” |
|  | Recipe Post | “Easy Detox Smoothie” | Ingredient flat lay | Actionable | “Tag me if you make this” |
|  | Reel | 5-min home workout | Animation or stock clips | Inspiring | “Try it today” |
| **Week 4** | FAQ Post | Answer top skin/diet questions | Q&A text graphic | Build trust | “Drop your questions” |
|  | Testimonial Post | Client review (text on graphic) | Clean layout | Social proof | “Your journey starts now” |
|  | Story Quiz | Fun health quiz | Canva quiz template | Engagement | “How many did you get right?” |

**📌 Extra Tips for a Face-Free Brand**

* Use **consistent brand colors** in all posts for recognition
* Keep her **voice personal in captions** — speak like she’s talking directly to a friend
* Share **hands-on prep videos** (making juice, slicing fruit, mixing smoothies) to still create a personal touch without showing her face
* Turn her **personal journey** into written storytelling posts with relatable images (e.g., photo of a journal, tea mug, nature walks)
* **Pin 3 posts** at the top of her profile: *About Myska*, *Services*, *Product Teaser*

**WITH FACE…………………………………………………..**

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| **Week 1** | Introduction Post (Photo) | Founder’s story (before/after photo or lifestyle shot) | Share her personal transformation and brand mission | “Follow for more health tips” |
|  | Health Tip Carousel | “5 Foods That Help Clear Your Skin Naturally” | Value + authority building | “Save this post for your next grocery run” |
|  | Reel | Morning routine for healthy skin & energy | Relatable + quick tips | “Which one will you try?” |
| **Week 2** | Product Awareness | Tease the detox juice (“Coming Soon”) | Curiosity + benefits | “Comment ‘JUICE’ if you want early access” |
|  | Myth-Busting Carousel | “3 Diet Myths That Are Ruining Your Skin” | Educational | “Share this with someone who needs it” |
|  | Story Series | 3 polls on diet habits + Q&A sticker | Engagement + market research | “Ask me your skin & diet questions” |
| **Week 3** | Transformation Post | Share a client (or her own) skin/energy transformation | Social proof | “DM for your custom plan” |
|  | Recipe Post | “Simple Detox Smoothie You Can Make at Home” | Educational + actionable | “Tag me if you try this” |
|  | Reel | Easy 5-min home workout | Short + inspiring | “No excuses — try it today!” |
| **Week 4** | FAQ Post | Answer top questions about skin & diet | Build trust | “Drop your questions below” |
|  | Client Testimonial (Text + Photo) | Real story about improved skin/health | Trust building | “You can start today — DM me” |
|  | Story Polls + Quiz | Fun quiz about healthy habits | Engagement | “How many did you get right?” |

Here are **3 rotating hashtag sets** for Myska Health & Wellness so she can reach different audiences while staying in her niche.  
She can copy-paste a new set for each post to keep Instagram’s algorithm happy and avoid repetitive tagging.

**Set 1 – Local + Niche Wellness**

1. #HealthyLivingUG
2. #UgandaWellness
3. #UgandaFitness
4. #HealthyEatingUganda
5. #DetoxJuiceUG
6. #NaturalSkinCareUG
7. #ClearSkinJourney
8. #EatCleanLiveClean
9. #SkinFromWithin
10. #WellnessInUganda

**Set 2 – Global Wellness Audience**

1. #HealthyLifestyle
2. #CleanEating
3. #WellnessTips
4. #DetoxForLife
5. #HealthyBodyHealthyMind
6. #HolisticWellness
7. #NutritionForSkin
8. #GlowFromWithin
9. #WholeFoodsForLife
10. #FitnessAndNutrition

**Set 3 – Product & Problem-Solution Focus**

1. #DetoxJuice
2. #SlimmingJuice
3. #HealthySkinTips
4. #SkinCareFromWithin
5. #DietForClearSkin
6. #HealthyEatingHabits
7. #SelfCareRoutine
8. #FitnessMotivation
9. #EatWellFeelWell
10. #NaturalSkinHealing

💡 **How to use them:**

* Rotate these sets across posts (Set 1 → Set 2 → Set 3 → repeat)
* Mix them with **post-specific hashtags** (e.g., #SmoothieRecipe for a recipe post, #HomeWorkout for a fitness post)
* Always place hashtags **at the end of the caption** or in the **first comment** for a cleaner look

Here’s a **30-day Instagram Awareness Plan** tailored for Myska Health & Wellness, focusing on **low-cost, high-impact content** since she doesn’t have a website yet.  
This will help her **build brand awareness, establish authority in her niche, and start attracting potential customers** for her juice, consultations, and eBook.

**🎯 Goal**

* Build brand awareness and trust in the Ugandan market
* Position Myska as an **authentic, relatable wellness expert**
* Create a consistent content style and posting routine
* Collect leads via **DMs and WhatsApp** until a website is ready

**📌 Posting Frequency**

* **3 posts per week** (Mon, Wed, Fri) → 12 main feed posts/month
* **3–4 stories per week** → Quick tips, polls, and behind-the-scenes
* **1 Reel per week** → Short, engaging, shareable content

**📅 Month 1 Instagram Content Calendar**

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**📍 Content Themes**

1. **Personal Story & Relatability** → Builds trust (show her as a real person, not just a brand)
2. **Educational Tips** → Positions her as an expert
3. **Product Awareness** → Tease the juice launch and eBook without hard-selling
4. **Engagement Content** → Polls, quizzes, Q&A sessions
5. **Social Proof** → Testimonials, transformations, reviews

**📌 Hashtag Strategy**

Mix **local + niche + trending** hashtags:

* #HealthyLivingUG #UgandaWellness #HealthySkinUganda
* #NaturalSkinCare #HealthyEating #WellnessTips
* #SkinFromWithin #ClearSkinJourney #UgandaFitness

(Use 8–12 hashtags per post for better reach.)

**📈 Growth Tips for Month 1**

* Reply to **every comment & DM** within 24 hours
* Engage with **similar Ugandan wellness accounts** daily (like/comment on their posts)
* Ask followers to **share posts to their stories**
* Save all FAQs from DMs and turn them into content
* Use Instagram Highlights for **Skin Tips**, **Recipes**, **Testimonials**, and **My Story**

Here are **three refined Instagram bio options** with that broader wellness focus:

**Option 1 – Holistic Wellness**  
🌿 Wellness made simple  
🥗 Healthy eating + joyful movement  
💪 Strong body, clear mind, balanced life  
📩 DM to start your journey

**Option 2 – Healthy Lifestyle Focus**  
✨ Helping you live & feel your best  
🍊 Nutrition | Fitness | Daily habits  
💚 Wellness for body + mind  
📩 Your reset starts here

**Option 3 – Transformation & Vitality**  
💚 From tired & stressed → healthy & energised  
🥗 Food & fitness for lasting wellness  
🏋🏽‍♀️ Move well, eat well, live well  
📩 Start your transformation today