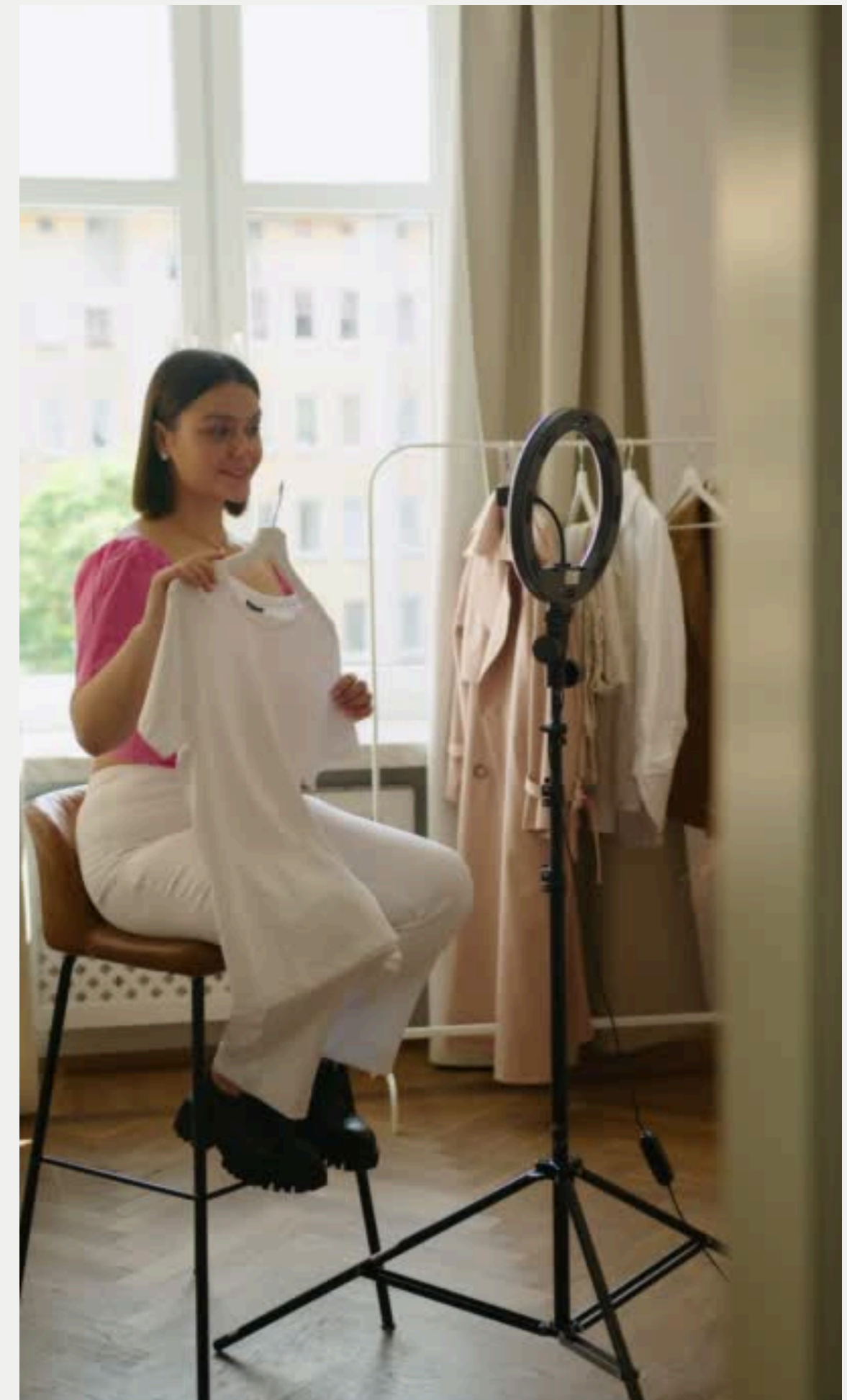


# SOCIAL MEDIA STARTER *kit*

*Carmen  
Cavanagh*

Helping aspiring creators start and scale online



Carmen Cavanagh

# WELCOME / *Introducción*

Hello gorgeous, and welcome!

If you're reading this, you're ready to take your social media game to the next level. I'm Carmen, and I know exactly what it feels like to start from scratch with nothing but a phone and a dream.

This Starter Kit gives you ready-to-use templates, scripts, and actionable strategies so you can grow your audience, get collaborations, and actually start making money online—without wasting months figuring it all out yourself.

## **How to use this guide:**

1. Follow each template and example exactly, or tweak it to match your voice.
2. Use the checklists to stay consistent.
3. Take action daily—social media growth happens in small, repeated steps.





# Instagram Post Templates



## Section 01. Engagement Post

Goal: Spark conversation and boost comments

Caption: "Hey [Audience]! What's your take on [Topic]? Comment below"

Example: "Hey creatives! What's your go-to trick for staying productive?"

Comment below #SocialMediaTips  
#InfluencerLife"

## Section 02. Value Post

Goal: Deliver actionable tips and value

- Caption: "Top 3 tips to [Achieve Result]:"

Example: "Top 3 tips to boost engagement:"

1. Post daily
2. Reply to comments
3. Share trending content
4. Save this for later!"

## Section 03. Story / Carousel

Goal: Educate and encourage interaction

Example

- Slide 1: "Did you know [Fun Fact]?"
- Slide 2: "Here's how it affects you..."
- Slide 3: "What's your experience? DM me or comment!"

Tip: Always include a call-to-action (comment, save, share) to drive engagement.

# TIKTOK

## *Reels & Video Scripts*

Goal: Capture attention fast and go viral.

Script Structure:

1. Hook: First 3 seconds—stop the scroll
2. Value: Deliver your content in an easy-to-digest way
3. Call-to-Action: Save, comment, follow, or DM

Example Script:

- Hook: “Stop scrolling if you want to grow your followers in 7 days!”
- Value: “Here’s exactly what I did to get 500+ followers this week...”
- Call-to-Action: “Save this video and try it today! DM me your results”

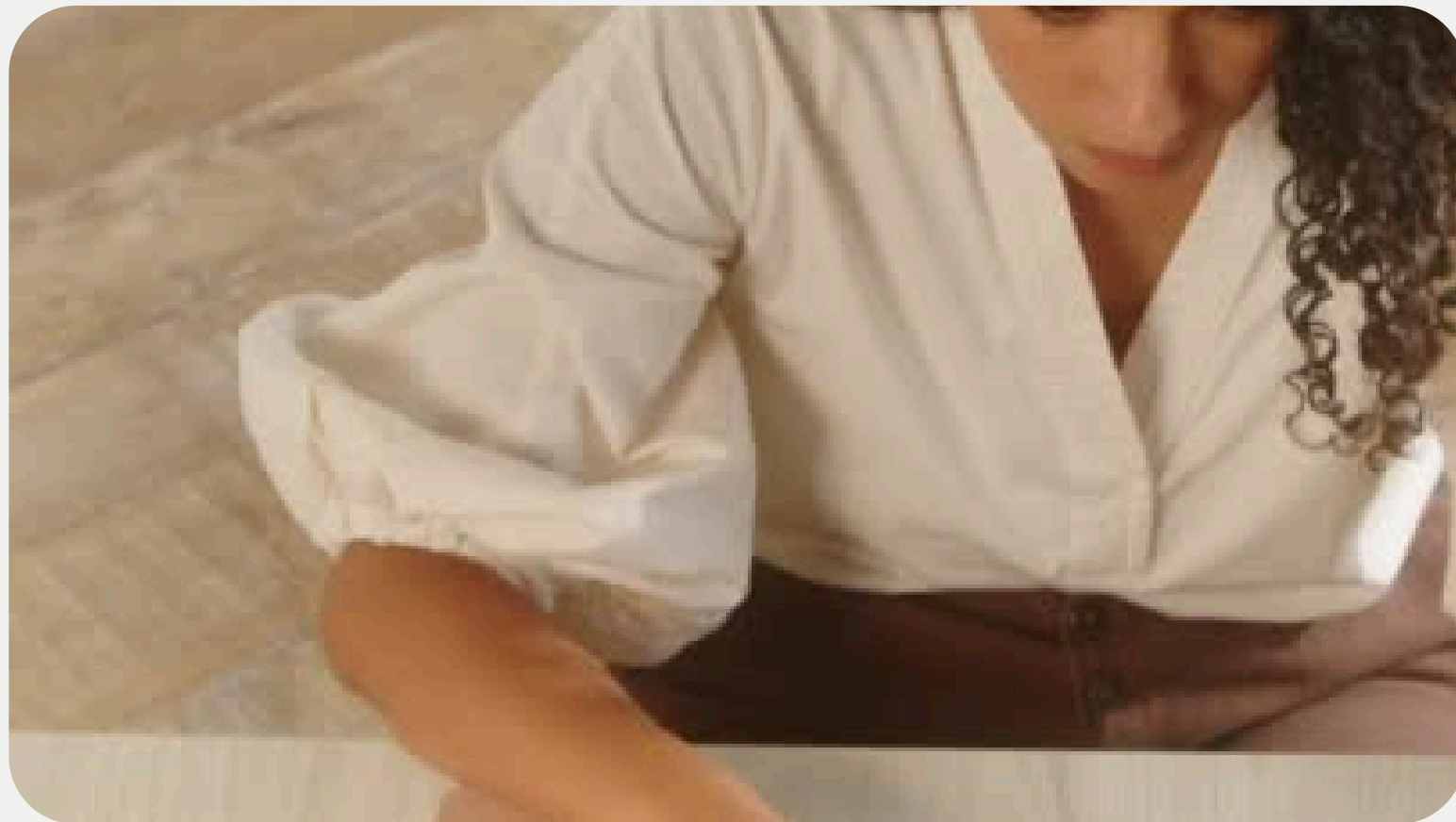
Extra Hooks:

- “The biggest mistake beginners make on TikTok...”
- “3 quick tips to get your first brand collab...”
- “How I went from 0 to 5k followers in 30 days...”





# *Thread Templates* X (TWITTER)



Goal: Build authority and attract collaboration opportunities.

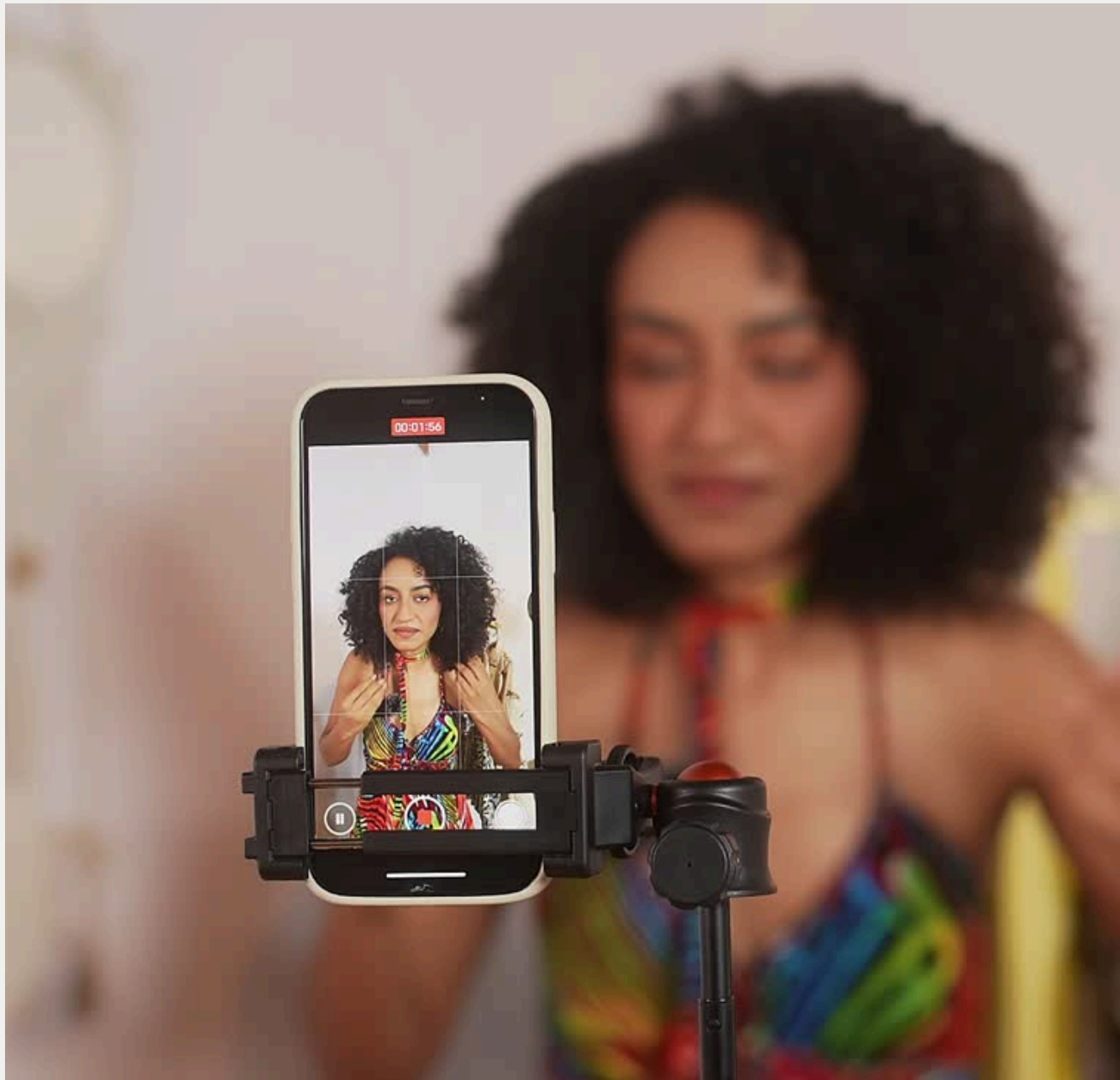
Template 1:

- Hook: “Everyone is doing this wrong on X—here’s how to do it right”
- Tip 1: [Actionable advice]
- Tip 2: [Actionable advice]
- Tip 3: [Actionable advice]
- CTA: “Follow me for more social media growth tips!”

Template 2: Storytelling Thread

- Tweet 1: “The story of how I got my first brand collab...”
- Tweet 2: Challenge I faced
- Tweet 3: Step-by-step solution
- Tweet 4: Outcome/results
- Tweet 5: Call-to-action

# (CTAs) Call-to-Action Phrases



## Engagement CTAs:

- "Double-tap if you agree!"
- "Comment your thoughts below 👇"
- "Tag a friend who needs to see this"
- "Tag a mate, will love it"
- "DM me your experience!"

## Save/Bookmark CTAs:

- "Save this post for later!"
- "Don't forget to save these tips!"
- "Bookmark this for your next project"

## Participation CTAs:

- "Answer in the comments!"
- "Which option would you choose? Comment below"
- "Vote in my poll!"
- "Swipe up and let me know your thoughts"

## Encouragement/Community CTAs:

- "Join the conversation below 👇"
- "I want to hear your story!"
- "Let's support each other—comment your wins!"
- "Who else can relate? Tag them here!"

# Monetising Your Content & Affiliate Links



Turn your social media into income with Awin!

## Add Your Link

- Place your Awin referral link in your Instagram/TikTok bio, website, or pinned posts.
- Example: “Check out my fave tools & products here: [Awin link]”
- Always make it easy for your audience to click—shorten or hyperlink the link if possible.

to sign up to

[Awin → Click Here](#)

## Sharing in Content

- Include your link naturally in:
  - Instagram posts, stories, and highlights
  - TikTok / Reels captions
  - YouTube video descriptions
- Example Caption:
- “I’ve been using [Product Name] and it’s amazing! Grab it here: [Awin link] #Ad #Recommended”



# *Thank* YOU

Thank you for using the Social Media Starter Kit!

I hope these templates, scripts, and checklists help you grow your audience, land collaborations, and start monetising your content.

## Next Steps

- Take action daily: Consistency is key—small steps build big results.
- Try one growth tip today
- Send one collaboration pitch this week
- Share one affiliate product with your audience

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