



MeAmoraUK
Spotlight



the power of being you:
authentic social media
that works

spotlight
LET'S GLOW



what you'll *gain*

- Discover what authenticity really means and how it can transform your socials
- Unlock what makes you, you and let your personality shine online
- Spark fresh inspiration with powerful content ideas
- Leave ready to share content that feels true to you

“

People don't buy products,
they buy stories.

Be the story.

”

the elements of *compelling social content*



Demonstrates
authenticity



Adds value to the user



Engages and captivates
the audience



what does it mean?

- Presenting yourself **genuinely and transparently**
- **Being true to your values**
- Sharing your **real personality** in a **meaningful and honest manner**



what does it look like?

a note on *vulnerability & oversharing*

“

Share from the scar.

Not the wound.

”

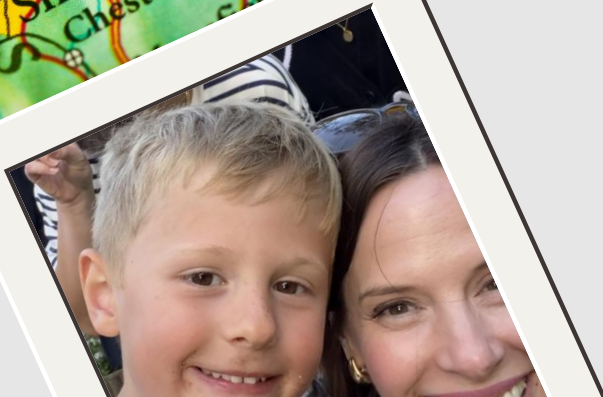
what does it look like?

exhibit a



- Video content
- Lessons and learnings based on personal experience
- Honest opinion

we are all
multi-faceted



activity:
what are your facets?

Hobbies, values, interests, loves and likes.



A close-up photograph of two hands holding a small, rectangular, silver-wrapped gift box. The hands are positioned in the center of the frame, with the left hand on the left and the right hand on the right. The left hand has a wide, textured silver ring on the ring finger. The right hand has black nail polish with gold glitter accents and a thin gold ring on the ring finger. The background is a dark, out-of-focus scene with numerous warm, golden bokeh lights, suggesting a festive or holiday setting. The text 'the prompt sheet:' is overlaid in the bottom left corner in a white, serif font.

the prompt sheet:

how to show up authentically in q4

Same prompt *different format*



Talk to camera video



Carousel stills



Day in the life reel



story



Low



High



High with most DMs and replies
driving direct engagement.

the prompt sheet:

pick a prompt, write the script



Top tips *to execute*

- 1 Start with what you have and begin to curate: organise your folders on your phone, look at 'behind the scenes' areas in your home, leverage Dash. You're not starting from scratch.
- 2 Batch create content. Set aside an afternoon and blitz the creation
- 3 Use free design tools such as Canva and CapCut, and don't be afraid to use AI!
- 4 Discover trending audio
- 5 Adequate lighting and a clean lens!

A close-up photograph of a person's hand with manicured, light-colored nails moving a white chess piece on a wooden chessboard. The hand is positioned in the upper right, lifting a white pawn. Several black chess pieces are visible on the board, including a king, pawns, and a knight. The background is dark and out of focus, featuring warm, golden bokeh lights. The text 'time to play: the prompt game' is overlaid on the left side of the image.

time to play:
the prompt game





