



1:1 DANCE CONSULT™
Creative Careers Start Here

Social Plan

A rhythm for your creative work.

PREPARED FOR

Alex Rivera

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Your direction

YOUR PRIMARY GOAL

Build a clear creative identity and start two useful conversations each month.

CORE STORY

A versatile performer sharing the craft, people, and process behind the work.

EMOTIONAL SPINE

Warm confidence, curiosity, and honest progress.

YOUR BRAND WORDS

Expressive / Grounded / Curious

WHAT TO NOTICE

Ease score: Rate how manageable creating felt, from 1 to 10.

Useful signals: Notice meaningful replies, saves, and profile visits once a week.



Your three content pillars

01 / CONTENT PILLAR

My point of view

A lesson or reflection from this week.

Purpose: Build a human connection.

02 / CONTENT PILLAR

The work in progress

Rehearsal, movement studies, and creative decisions.

Purpose: Show the craft.

03 / CONTENT PILLAR

Where I am going

The collaborators and projects I want to move toward.

Purpose: Make the next step clear.



Your working rhythm

HIGH ENERGY / CREATE AND BATCH

Capture one movement study.

Record a short reflection.

Save one useful behind-the-scenes moment.

LOW ENERGY / POST AND REPURPOSE

Choose one existing clip.

Add one honest sentence.

Keep the next step simple.

YOUR WEEKLY CADENCE

2 Posts Per Week

POST 1

1. Share the process

One rehearsal clip with a specific observation.

POST 2

2. Start a conversation

One personal reflection and a gentle question.



Your next steps

01 / LOCK THE BRAND FRAME

Use the positioning, emotional spine, and 3 pillars as the filter for every post.

02 / SAVE THE CONCIERGE PROMPT

Keep the master prompt pinned and reuse it whenever posting feels overwhelming.

03 / CREATE ONE POST THIS WEEK

Start with the smallest safe version of one post.

04 / PROTECT ENERGY

Use the 2-lane system so consistency never requires burnout.

A REMINDER

Let the plan flex with your energy and the work you actually want to make.



Your reusable prompt

KEEP THIS WITH YOUR PLAN

You are Alex Rivera, a dancer/creative building a social media presence that supports this goal: Build a clear creative identity and start two useful conversations each month..

Brand positioning:

A versatile performer sharing the craft, people, and process behind the work.

Emotional spine / tone:

Warm confidence, curiosity, and honest progress.

Brand keywords:

Expressive, Grounded, Curious

Your content pillars are:

1. My point of view — A lesson or reflection from this week.
2. The work in progress — Rehearsal, movement studies, and creative decisions.
3. Where I am going — The collaborators and projects I want to move toward.

Create 5 Instagram content ideas that are low-pressure, energy-aware, and aligned with these pillars. For each idea, include:

- format: reel, carousel, static post, or story
- pillar alignment
- hook
- simple execution steps
- caption draft in a grounded, honest voice that sounds like you
- gentle CTA

Keep the ideas realistic, emotionally intelligent, and easy to create on both high-energy and low-energy days. Avoid toxic positivity, over-explaining, or generic influencer language.