



Promo Your Pakihi!

Your business needs to increase its customer base.
Build a strong campaign to get the word out!

Rangatahi activity: Social media campaign plan

1. Choose your business

Business name:

2. Which platform feels right for your brand?

(Circle at least one)



Instagram



Facebook



TikTok



YouTube



(Other)

3. Your personal hook

What part of your own story connects to your business?

4. 15-second pitch

How would you explain your business to a friend?

5. Your point of difference

What strengths or experience do you bring?

6. Your voice

Create three hashtags (#) that represent you or your business.

7. Tell your story

Write short, simple responses next to the statements listed.

1. Who you are
2. What matters to you
3. How your business shows this
4. How it helps others
5. How people can support you

8. Plan your post

Draw what your post would look like.

Include the following:

- Main image or video concept
- Caption text
- Hashtags you'll use
- Call to action (CTA)

☐ User:

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