

30-Day Social Media Challenge for Homesteaders

Want to grow your farm-based business and connect with a like-minded community? This **30-day social media challenge** will help you stay consistent, engage your audience, and showcase your homestead journey. Each day features a **content prompt** to inspire your posts on Instagram, Facebook, TikTok, or any platform of choice. Let's grow together! 🚜🌱

Week 1: Foundations & Introductions

- ✓ **Day 1:** Introduce yourself & your homestead – Who are you? Why did you start homesteading?
 - ✓ **Day 2:** Share a behind-the-scenes look at morning chores.
 - ✓ **Day 3:** Highlight a favorite animal or plant on your homestead.
 - ✓ **Day 4:** Post a “then vs. now” photo showing your progress.
 - ✓ **Day 5:** Share your homesteading philosophy (organic, sustainable, permaculture, etc.).
 - ✓ **Day 6:** Feature a DIY farm hack or helpful tip.
 - ✓ **Day 7:** Go live or post a video introducing your audience to your homestead!
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Week 2: Education & Engagement

- ✓ **Day 8:** Teach a skill (seed starting, composting, chicken care, etc.).
 - ✓ **Day 9:** Bust a common homesteading myth.
 - ✓ **Day 10:** Share a success story – something that went really well!
 - ✓ **Day 11:** Post a “day in the life” series in stories.
 - ✓ **Day 12:** Poll your audience (e.g., “What’s your biggest homesteading challenge?”).
 - ✓ **Day 13:** Share a throwback to when you first started homesteading.
 - ✓ **Day 14:** Ask your audience a question to boost engagement.
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Week 3: Showcasing Your Products & Skills

- ✓ **Day 15:** Share a product or service you offer (eggs, soap, farm tours, etc.).
- ✓ **Day 16:** Post a customer testimonial or positive feedback.
- ✓ **Day 17:** Share a farm-fresh recipe with ingredients from your homestead.
- ✓ **Day 18:** Offer a limited-time discount or giveaway.
- ✓ **Day 19:** Show a work-in-progress project on the homestead.
- ✓ **Day 20:** Share your favorite homesteading tool or supply.
- ✓ **Day 21:** Highlight a small farm business you love (collaboration opportunity!).

Week 4: Community & Growth

- ✓ **Day 22:** Talk about a challenge or failure & what you learned from it.
 - ✓ **Day 23:** Share a motivational or inspiring homesteading quote.
 - ✓ **Day 24:** Post a beautiful sunrise or sunset from your homestead.
 - ✓ **Day 25:** Answer a frequently asked question from your audience.
 - ✓ **Day 26:** Share a time-lapse or before/after transformation.
 - ✓ **Day 27:** Feature a family member or pet that helps on the homestead.
 - ✓ **Day 28:** Give a sneak peek of upcoming projects or plans.
 - ✓ **Day 29:** Reflect on the challenge – What did you learn? What's next?
 - ✓ **Day 30:** Thank your audience & invite them to follow along on your journey!
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Final Thoughts

Consistency is **key** to growing your homestead business online. Use this challenge as a roadmap to **engage, educate, and connect** with your community. Don't forget to use hashtags like **#LiveBoldly #GrowSomething #HomesteadLife #FarmFresh** to increase visibility!

📌 **Want more homesteading business tips?** Visit www.roguerootsproject.com for more resources! 🚜 ✨