

30-Day Digital Branding Checklist for Teachers

This checklist is designed to help English language teachers build and strengthen their digital branding step by step over 30 days. Each day has one small but practical task to keep your content strategy consistent, visible, and effective.

- Day 1: Define your niche (IELTS, Speaking, Business English, etc.)
- Day 2: Write your personal teaching mission statement.
- Day 3: Choose 1-2 main platforms (Instagram, YouTube, Website).
- Day 4: Optimize your profile photo and bio with keywords.
- Day 5: Research 5 competitors/peers and analyze their content style.
- Day 6: Create a simple brand color palette (3-4 colors).
- Day 7: Draft 5 content ideas aligned with your niche.
- Day 8: Record a short 60s introduction video.
- Day 9: Write one educational post with a clear CTA.
- Day 10: Schedule your posts for the next week.
- Day 11: Engage with 5 new followers or comments.
- Day 12: Share one student success story (with permission).
- Day 13: Add 3 highlights to your Instagram profile.
- Day 14: Write a blog article draft or script for a video.
- Day 15: Upload a post that uses a storytelling approach.
- Day 16: Collect feedback from your current audience.
- Day 17: Optimize hashtags/keywords for your content.
- Day 18: Record a behind-the-scenes teaching moment.
- Day 19: Collaborate with a colleague on a post/video.
- Day 20: Share a quick tip carousel post or infographic.
- Day 21: Write a longer blog/article (1000+ words).
- Day 22: Post a short Q&A; answering students' common question.
- Day 23: Update your LinkedIn profile with teaching focus.
- Day 24: Repurpose old content into a new format.
- Day 25: Share one resource (book, app, or site) you recommend.
- Day 26: Write a motivational post for language learners.
- Day 27: Evaluate engagement data from your posts.
- Day 28: Create a small lead magnet (PDF or checklist).
- Day 29: Invite your audience to sign up for your newsletter or course.
- Day 30: Review your 30-day journey and plan next month's content.