

Social Media Engagement Posts: Food for Spiritual Thought, Self-Love Letter, & Soul Care Audit

Format: Instagram Carousel Posts & Single Image Posts with Captions

Role: Content Creator, Copywriter, Graphic Designer, Community Engagement Strategist

Context & Purpose

These Instagram posts were crafted for my audience to foster connection, self-reflection, and community engagement around themes of personal growth, mental wellness, and spiritual well-being. The "Food for Spiritual Thought" series leveraged book quotes to spark contemplation on vulnerability and shame, the "Self-Love Letter Share" encouraged personal check-ins and shared experiences, and the "Soul Care Audit" prompted engagement on mental health. The purpose was to provide valuable, thought-provoking content, initiate dialogue, and build a supportive online community, reflecting the brand's focus on empowerment and wellness.

My Contributions

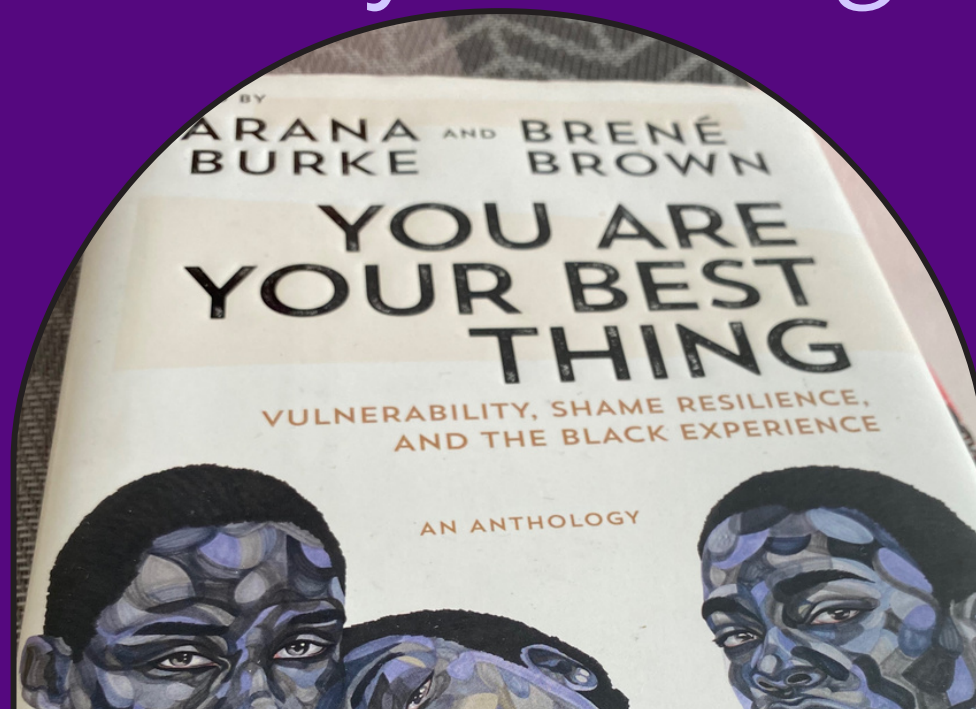
- Conceived and designed the visual elements for each post, including multi-page carousel graphics.
- Wrote engaging and reflective captions, prompting audience interaction through questions and personal shares.
- Selected powerful quotes and created journal prompts to deepen engagement and personal reflection.
- Strategically used emojis and direct calls to action to encourage comments and DMs, fostering a sense of community and support.

Why It Matters

This project demonstrates my ability to create compelling visual and written content for social media, drive community engagement, and manage digital campaigns around sensitive and personal topics. It showcases my skills in content strategy, graphic design (Canva implicitly used for designs), copywriting, and understanding audience interaction.

Food for Spiritual Thought

A few dope quotes
from what I'm
currently reading....



@jempres_art.soul

“

The most interesting thing about shame

is that it hangs around like all bad habits do, thriving on its familiarity, allowed to remain because we are either too tired or too jaded to think we can survive without it."

— Keah Brown,

WE ARE HUMAN TOO: ON BLACKNESS,
VULNERABILITY, DISABILITY AND THE WORK AHEAD

@jempres_art.soul



What I did not know is that shame would still be there after I learned to love myself and my body.

For shame switches tactics. After overcoming the initial shame of my existence, I didn't really want to talk about how I'd felt ashamed of my body and of being me."

— Keah Brown,
WE ARE HUMAN TOO: ON BLACKNESS,
VULNERABILITY, DISABILITY AND THE WORK AHEAD

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Food for Spiritual Thought

Journal Prompts

- What shame am I currently holding?
- How does shame show up in my present life? What does it sound like, feel like, smell like, taste like for me?
- Where do I hold shame in my body?
- How can I start to release the shame I'm holding?
- What shame have I already released that I can celebrate myself for?

Food For Spiritual Thought - Instagram 2-Part Post Copy (13 March 2023)

Post Part 1:

I started reading this joint at the start of the new calendar year in Jan and it is whew 😱 quite a doozy.

So incredibly powerful and so incredibly moving.

I have to take it one chapter at a time and then sit with it awhile because each personal story shared resonates soooooo very deeply with me that it becomes such an intensely emotional read.

Here are some of the quotes that made me pause and reflect. The boldness and emphasis added are all mine.

The journal prompts are contemplative thoughts that came up as I wrestled with how I can start to make space for my shame.

I haven't journaled my responses yet. I'm a lil nervous to, tbh. 😬

I haven't gotten comfortable (for the most part) contending with the ickiness of fear and self-doubt and all that jazz. And I have a pretty dope practice of self-forgiveness but the idea that shame is always with us on our self-healing journeys had me like 🤪

I have definitely shamed my past selves for not knowing better even tho I didn't yet have the knowledge back then TO know better.

But I would like to think I'm all shame free now.

The way these passages hit tho tells me that's a bunch of bs lol

So now I'm curious as to how I can invite and befriend the shames I'm carrying.

I'ma nut up soon and meditate on the answers to those questions spirit inspired but I give thanks for the questions themselves.

The "werk" continues...

Post Part 2:

More dopeness worthy of digestion.

Thank you @taranajaneen and @brenebrown for compiling such eloquent wisdom for our souls to receive and be nourished by.

Thank you @keah_maria for your rawness.



@jempress_art.soul



*When was the last time
you've written yourself a
love letter?*



Dear Jasmin (and Jaiye)

Deep inhale and pause.
I love you.

And I like you immensely!

Right now you're in a tough, greatly uncomfortable
spot/season.

And I have to say the way you've been
maneuvering through the discomfort is inspiring,
admirable and honorable.

Your spiritual resilience is incredible.

That's why you're going to win.

That's why you're WINNING right now...even in the
moments where it doesn't feel like it.



Six months from today will be your 35th b'earth day.

I know that simultaneously feels so far away and also like you'll blink and nearly miss it lol.

Time has seemed like its sped up so much in recent years.

Anyhoo, I'm excited for you...for us.

I know in moments you haven't felt like a successful adult (tearing up as I write this) but you are.

And you'll be even more successful than you've envisioned.

You're asking the hard questions of yourself, and of life.

You've been making "hard" choices, aka taking the lesser known, unconventional paths.



My self love letter share - caption

3/9/23 20:16

It occurred to me randomly that the last time I wrote myself a self-love letter was Feb 2021 and it was partly a future manifestation letter for me to open on the exact date the following year in 2022.

And I've been thinking a lot, A LOT about my b'earthday. This year I'm encountering sooooo many 7s. This year is a universal 7 AND my personal numerological number.

It's been 7 years since I cut my first set of locs. And I'm turning 35, another multiple of 7.

So I decided earlier in the week to take some time out on the 9th to write myself a love note. I made an alarm and everything on my calendar.

I usually love to hand write my notes. Either in my journal or on notebook paper and seal it in an envelope.

This is the first time I've typed a letter to myself in my digital journal aka "The Vault"

It was quite an experience.
More emotional than I anticipated.
Even a lil more time consuming than I expected too.

But so incredibly cathartic and necessary.
Next ima write a manifestation email to myself that I'll open 6 months from now on my special day.

I was gonna share as is straight from The Vault. But I tried to screen record and that bihhh was hella long
 

I love aesthetics and pretty shît so I was like lemme pretty it up right quick.
It'll be an even nicer memento to reflect on later cuz it's so kerrrute lol.

I wrote this at 3:39 today on 3/9.
And that was a helluva coinkydink (tho I don't believe in coincidences. There are no coincidences in this magical universe).

When have you last written yourself a love note/letter?   

(The rest of my letter will be shared in the next post. It's long AF)

SOUL CARE AUDIT

Check-in

Where's your spirit sitting right now?
Drop the emoji that best fits how you feel.



I FEEL REALLY GREAT RIGHT NOW!!





I'M FEELING PRETTY GOOD





I'M NOT MAKING ANY NOISE EITHER WAY



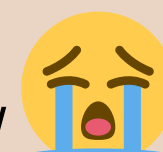


I'M HAVING A HARD TIME...





I REALLY NEED SUPPORT
PLEASE SEND ME LOTS OF LOVE RIGHT NOW



Soul Care Audit - Instagram Post Copy (5 June 2023)

I'm: 😎👁️.

I'm feeling this intense buzzy busy kinetic creative energy from the Strawberry 🍓 Sagittarius ♐ Full Moon 🌕.

So like I've been operating on 3-4 hours of sleep the last couple of days.

But I've been mad energized.

So I'm embracing the energy of this momentum and enjoying the moment.

How ya feeling?

However you be it's valid.

If you don't feel comfortable commenting, you're welcome to shoot me a DM.
I'll hold space for you however I can to best support you.

Take a pause and check in with yourself.

How's your spirit?