

DATING IN REXBURG

Case Study

HI, I'M MARY

Dating is something I have struggled with. As many of my friends find their partners, I am seemingly left behind. I know many people feel the same way.

I wanted to change that. At first, this account was created to show my dating journey, and hopefully help me find someone. As I revisited it, I wanted to tweak it a bit. Now, it shows my dating journey, but it also teaches how to date yourself, how to have self-love, my advice for dating, and showing others that their dating life doesn't control their worth.

I wanted to empower women to take control of their dating lives and love themselves more. And I think I did just that.



GOALS

Primary

- Inspire women to take control of their dating and self-love journeys
 - KPI's: DM's, comments, mentions

Secondary

- Successfully engage people with my content and keep them coming back for more
 - KPI's: saves, watch time, engagement rate

Tertiary

- Reach people outside of Rexburg
 - KPIs: follower information

STRATEGY

CONTENT THEMES

- Personal dates
 - I took myself on dates and vlogged the process
 - This was to show how people can take themselves on dates and learn to spend time by themselves
- Date vlogs
 - I went on dates with friends and vlogged the process
 - These were to show different date ideas instead of the basic ones
- Date reviews
 - After the dates with other people, we sat down and recorded us reviewing the date idea (not the relationship)
- Love languages
 - These were carousels showing how you can cater to your personal love languages and others
 - The purpose of these posts was to teach people how to show love to themselves

CONTENT THEMES

- Saveable advice
 - These were carousels that provided advice and ideas for dating others and yourself
 - This included things like date ideas, conversation prompts, etc
- Dating yourself talk
 - These were videos where I talked or showed advice for dating yourself
- Dating yourself homework
 - Once a week I explained a list of 3 things people could do that week to show more love to themselves
 - I elaborated on each one and made it entertaining
- Dating talk
 - These were videos where I just talked about dating; my advice and experiences

POSTING SCHEDULE

I posted five times a week, Monday through Saturday. Sometimes on TikTok, I would post more than one time a day.

M

- Dating talk
- Saveable advice

T

- Dating talk
- Saveable advice
- Fun

W

- Love languages

TR

- Dating talk
- Humor
- Fun

F

- Date vlog

S

- Date review

PLATFORMS

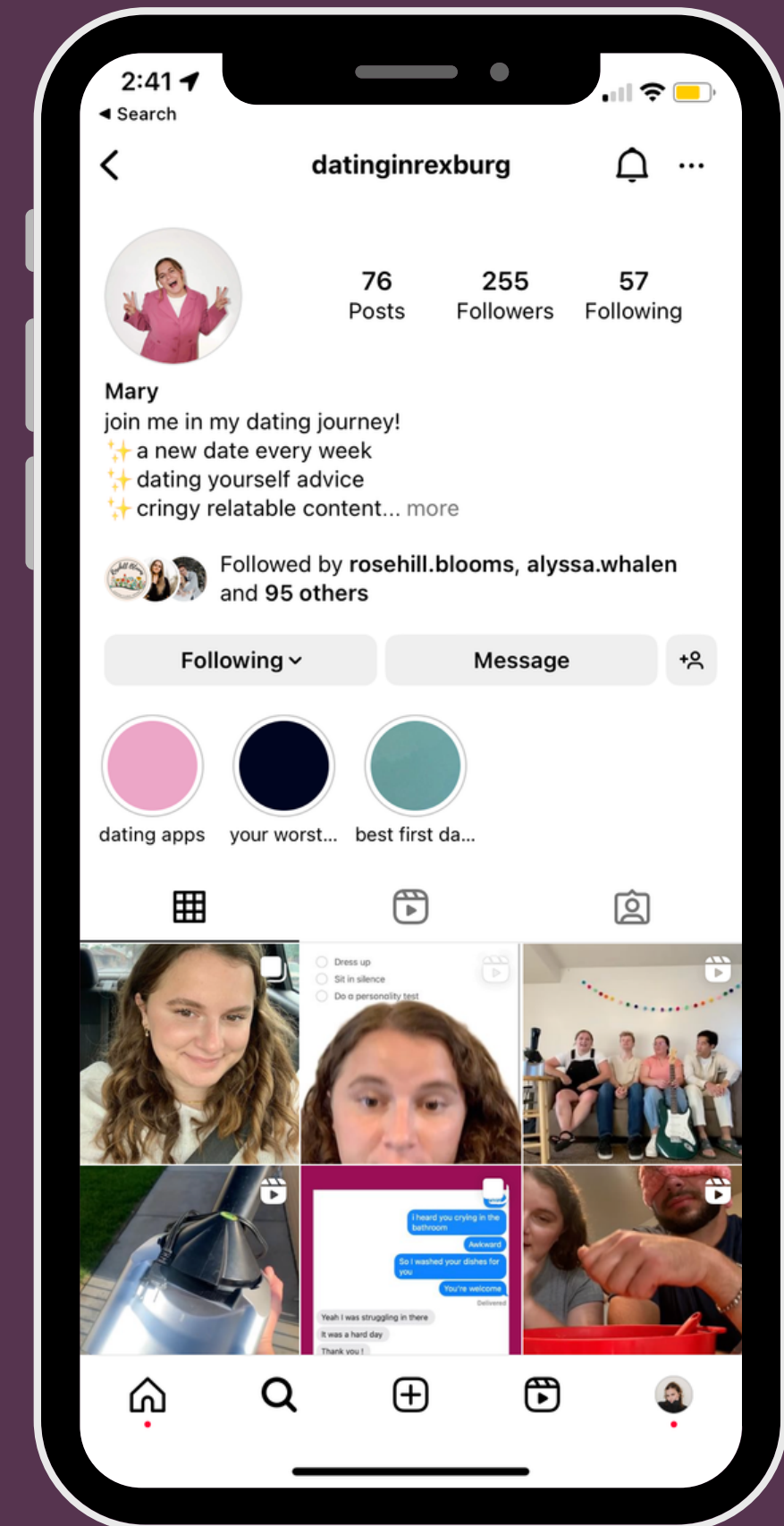
Instagram

Engagement

I respond to all DMs and comments. I have conversations with my followers and others who engage with my content.

Content

- More carousels
- More planned-out videos
- More dating talk



PLATFORMS

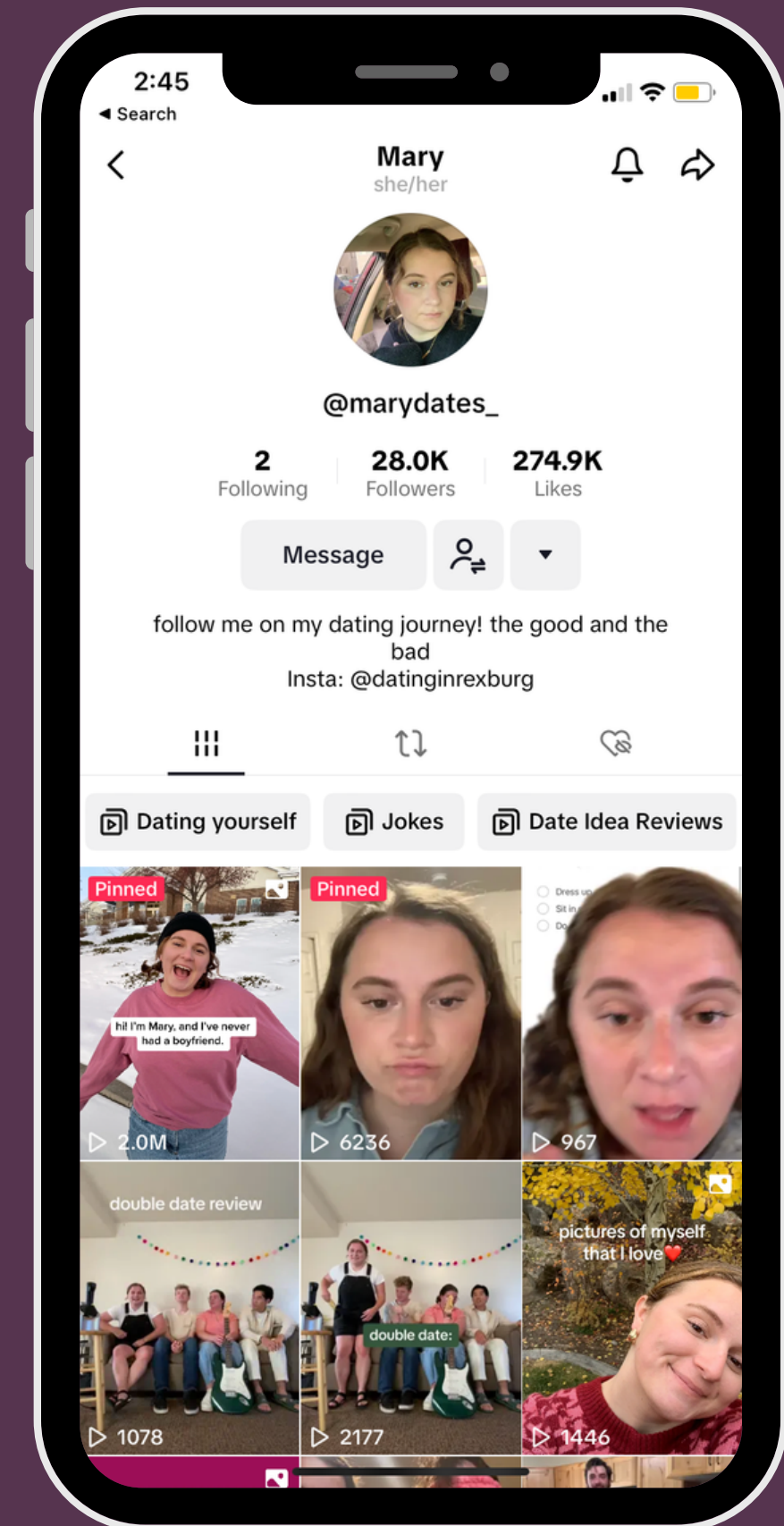
TikTok

Engagement

I research “dating yourself” videos and comment on them if they are posted this year. I repost all videos I see that are relevant to my content. I respond to as many comments as I can, sticking to my voice and tone.

Content

- More dating yourself
- Fewer carousels
- TikTok doesn't allow my account to post carousels a lot of the time



CONTENT PLANNING

In order to be organized with my content, I planned out all of my content before posting even started. The visual on the right shows how I first brainstormed specific content ideas I could use, then planned the general idea for each day that I would post.

Below is a segment of my content calendar, where I planned out each post idea I would use for that day. This way I could look at what the content theme was for that day, then pick a specific content idea to create.

		Monday, Jun 12,	Tuesday, Jun 13,	Wednesday, Jun 14,	Thursday, Jun 15,	Friday, Jun 16,	
Week 7	Content Idea	How to: have confidence in dating		Love languages, others, physical touch	Dating yourself homework	Date overview	
Week 8	Content Idea	Monday, Jun 19, girls night	Tuesday, Jun 20, dating yourself advice	Wednesday, Jun 21, Love languages, others, words of affirmation	Thursday, Jun 22, dating yourself homework	Friday, Jun 23,	
Week 9	Content Idea	Monday, Jun 26, Interview: best date	Tuesday, Jun 27,	Wednesday, Jun 28, Love languages, others, quality time	Thursday, Jun 29, dating yourself homework	Friday, Jun 30,	date overview
Week 10	Content Idea	Monday, Jul 3, How to: deal with rejection	Tuesday, Jul 4, My favorite love songs	Wednesday, Jul 5, Love languages, others, gifts	Thursday, Jul 6, Humorous reel/trending sound	Friday, Jul 7,	Saturday, Jul 8, personal date
Week 11	Content Idea	Monday, Jul 10, Date ideas	Tuesday, Jul 11,	Wednesday, Jul 12, Love languages, others, acts of service	Thursday, Jul 13, Humorous reel/trending sound	Friday, Jul 14, date overview	Saturday, Jul 15, date review

Dating in Rexburg

Content ideas:

- Rating dates I go on
 - Get people to set me up with blind dates
 - One date a week
 - Do a video with him after?
 - Have a list of criteria to fill
- Dating yourself
 - Dates by myself
 - How to date yourself (pull information from speech)
- Interviewing people about their dating experiences
 - First kiss
 - Worst date
 - What do you look for
 - Red flags
- Dating humor
- Get ready for the dates with me videos
- What to wear for a date
- First date tips
- Cheap dates
 - Walks
 - Pickle ball
 - Soda
 - Flip a penny
 - Photoshoot
 - Floating the river
- How to's
 - Meet people
 - Deal with rejection
 - Get confidence
 - Talk to people

CREATION PROCESS

Talking Videos

- 1.** Get in good lighting (ring light, natural light, etc)
- 2.** Write out talking points
- 3.** Practice talking
- 4.** Record!
- 5.** Edit out any mistakes with InShot

CREATION PROCESS

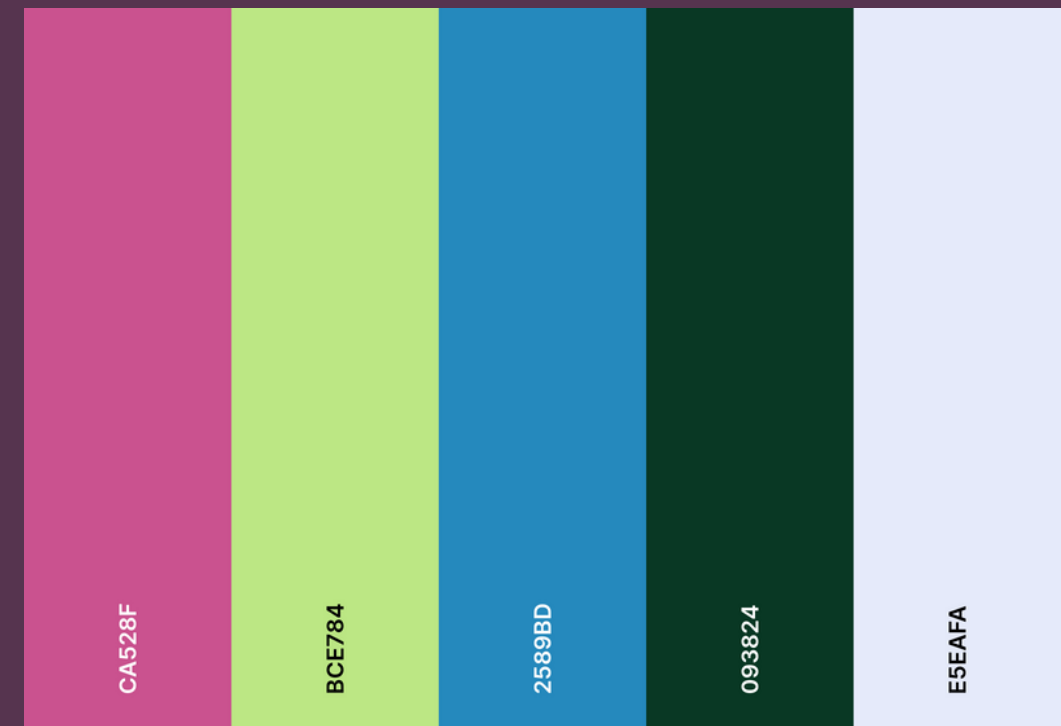
Compilation Videos

- 1.** Select old videos I have that are relevant or aesthetic
- 2.** Choose a sound that is partially trending and invokes emotion
- 3.** Trim videos together to match the sound I have chosen

CREATION PROCESS

Graphics

- I had a style guide I created for my brand, including colors and typography
- Each graphic fit into a different content theme, which had a set template I created myself at the beginning. This made creating them easier and faster
- I used Canva, but none of their templates. All templates I made myself in order to make the process easier



League Spartan

PT Serif

TEMPLATES

These are templates I created in Canva to help my creation process go easier and faster.



HASHTAGS & SEO

I used 1-5 hashtags in each post. When I first started posting, I didn't think too much about captions. I mainly just put what I thought of right then and moved on. Eventually, I created longer captions with more keywords. This means including words that people could be searching for that relate to my content. This was to help people find my content through the Explore page.

Hashtags:

#datingyourself

#selflove

#mentalhealth

#datingadvice

#travelingalone

#lovelanguages

#dating

If the post was more specific, I also added a more specific hashtag.

ADAPTATIONS

Halfway through this project, I decided to make these changes:

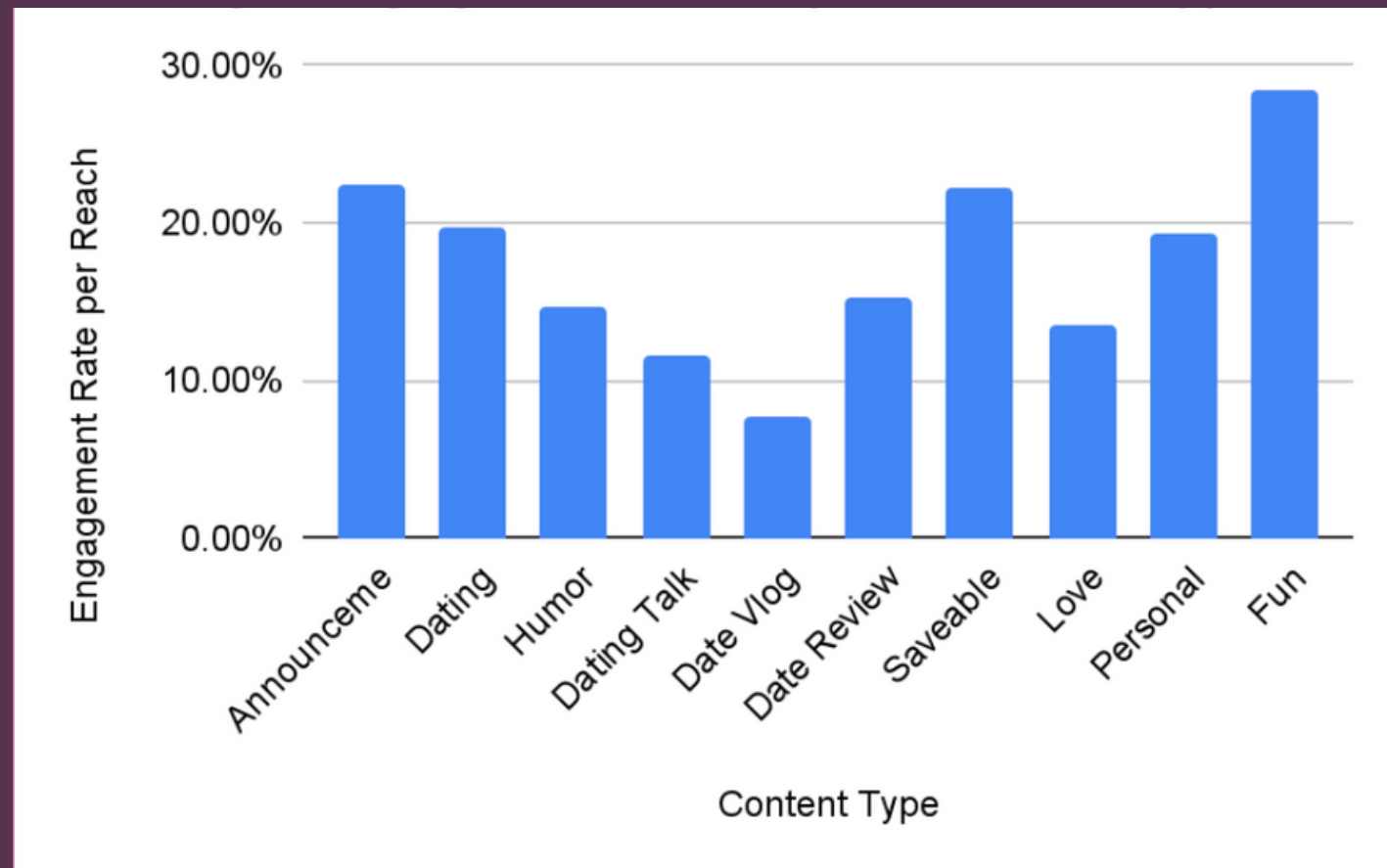
- Show my face in almost every single video
- Create longer captions on Instagram
- Focus more on “dating yourself” content
- Add hooks to the beginning of videos

These changes helped increase engagement and improved my content overall.

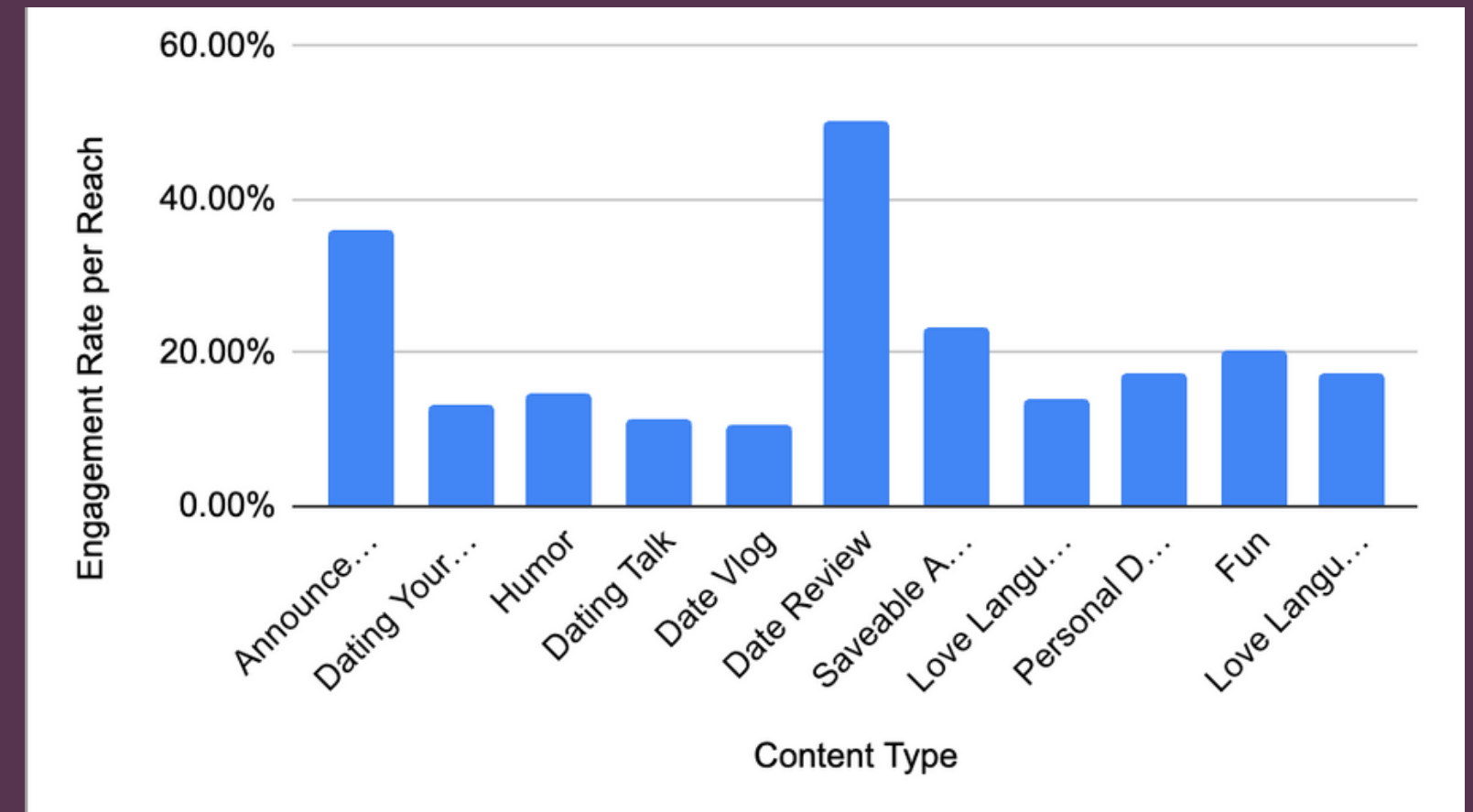
EVALUATION

CONTENT THEME

Instagram Engagement Rate Per Reach



Halfway Report

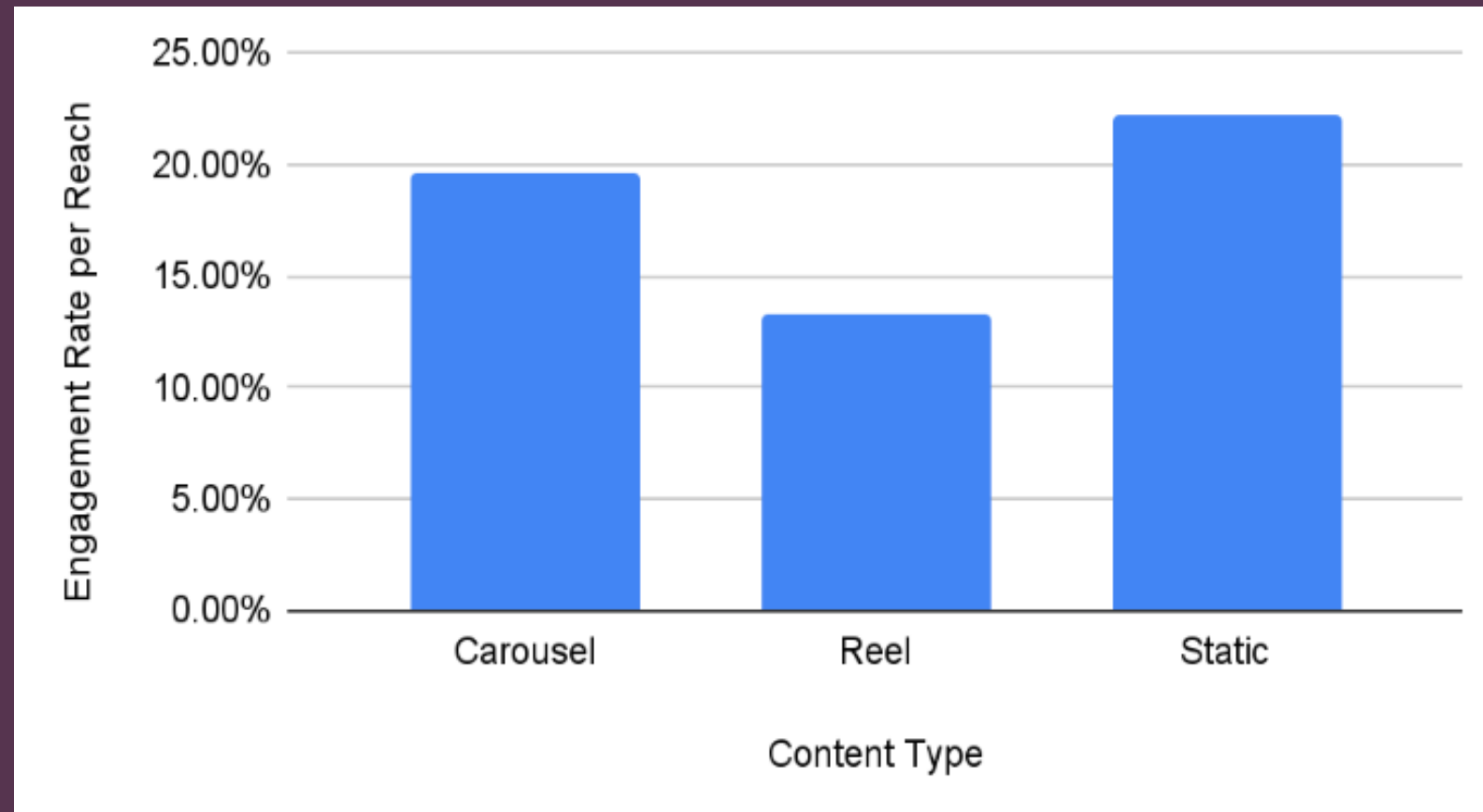


Final Report

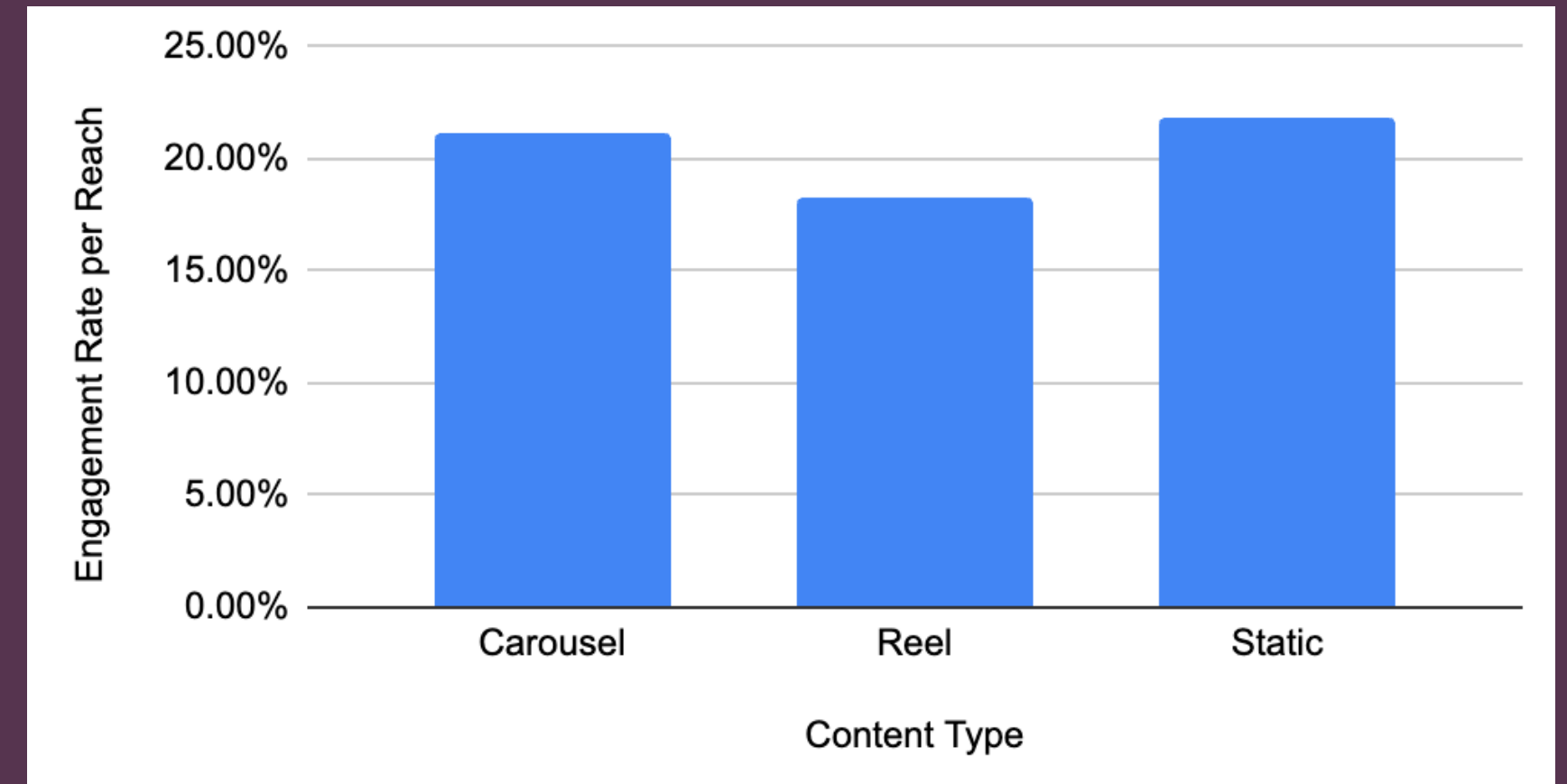
These graphs show how the different content themes performed on Instagram. In the beginning, "fun" had the highest engagement rate. However, I had only posted one post for that category. Once it all evened out in the end, Date reviews performed the best. This is because my followers liked to comment their thoughts on the date and how it went. After that, saveable advice did the best, since they all had many saves.

CONTENT TYPE

Instagram Engagement Rate Per Reach



Halfway Report

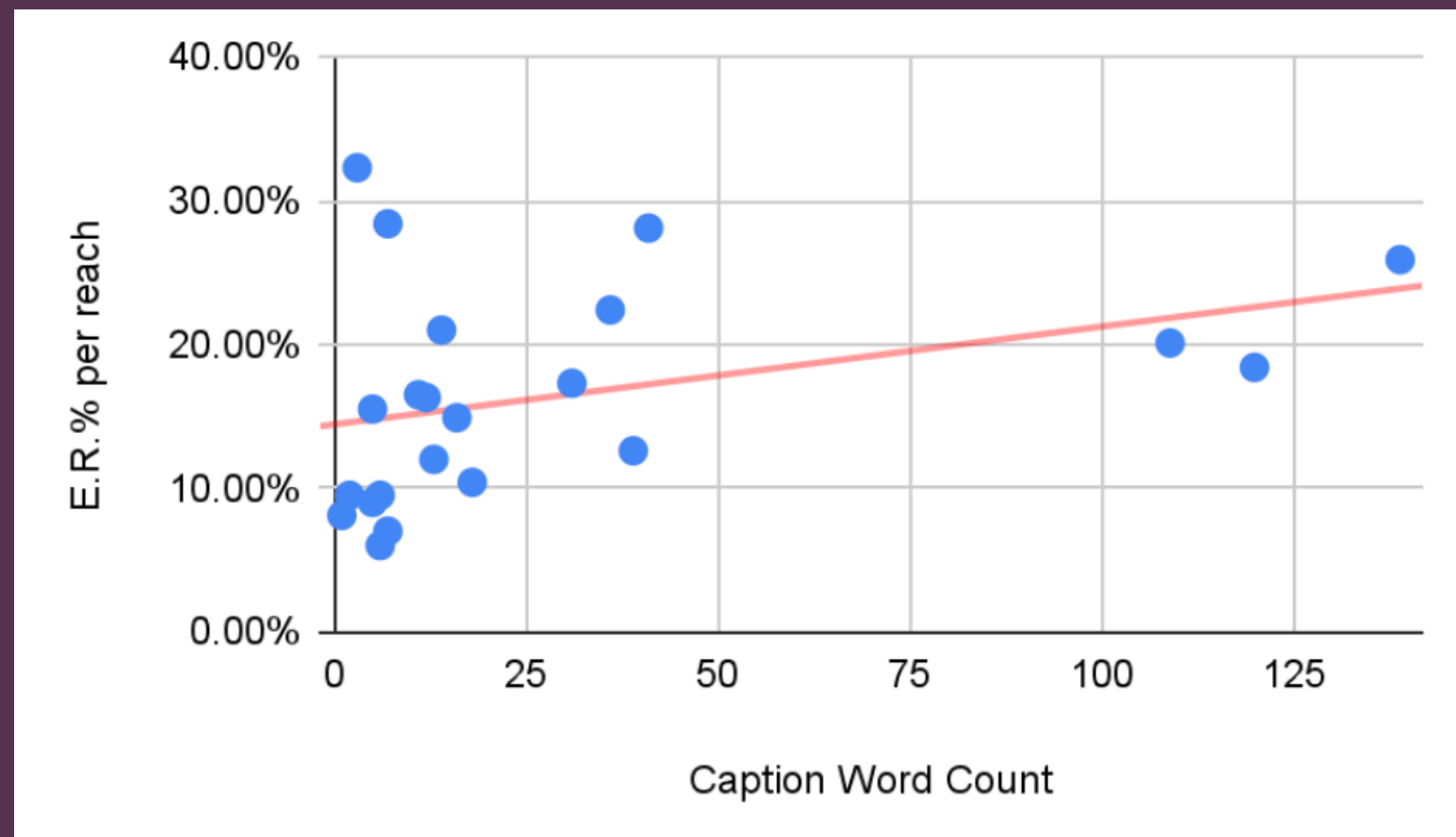


Final Report

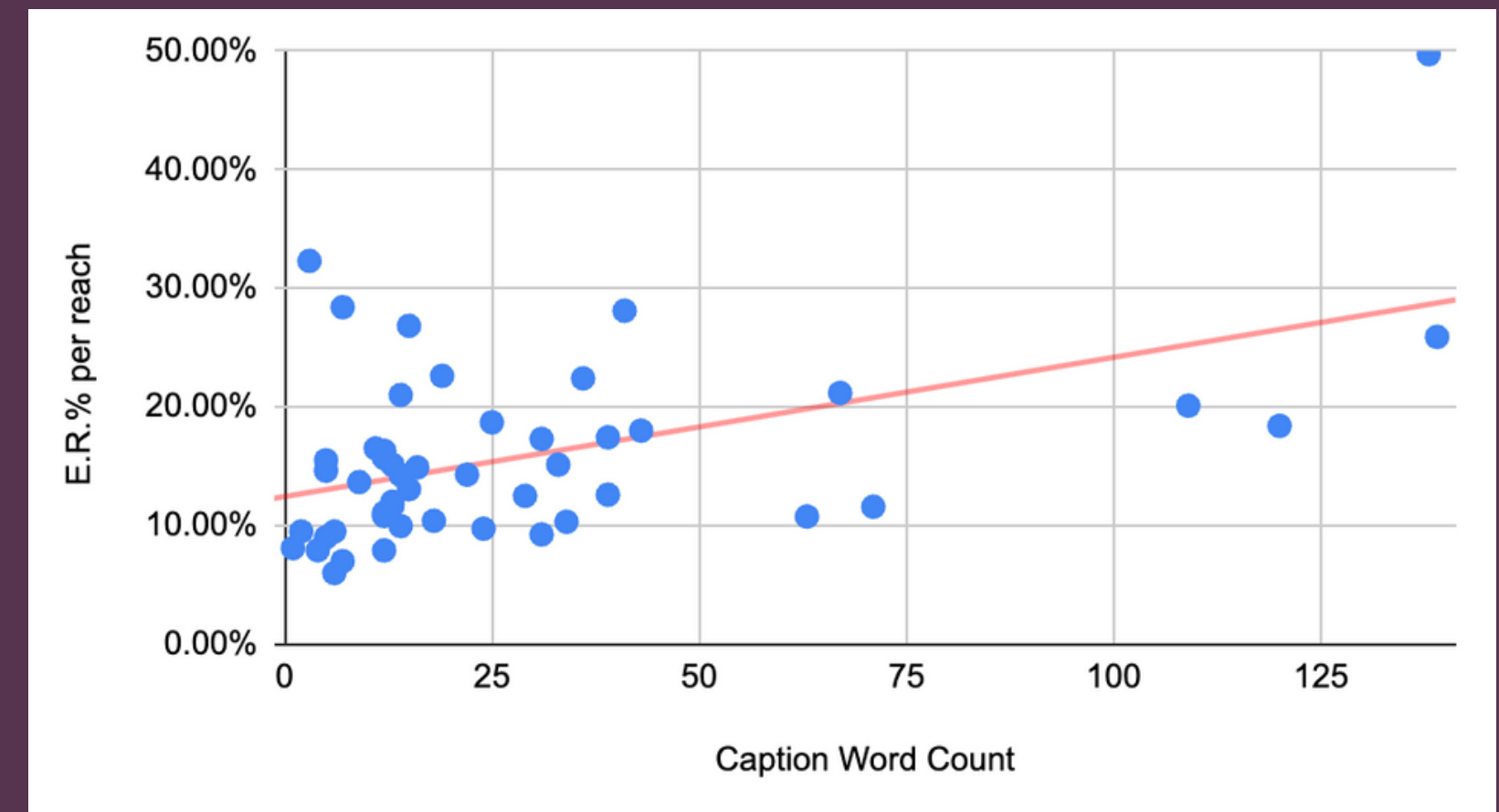
These graphs show how the different content types performed on Instagram. Carousels and static posts had higher engagement rates. However, reels got more reach. Carousels and static posts got more engagement since they had more information on them, and people had their thoughts to comment. I also had more calls to action in my carousel posts than in my reels.

WORD COUNT

Instagram Engagement Rate Per Reach



Halfway Report

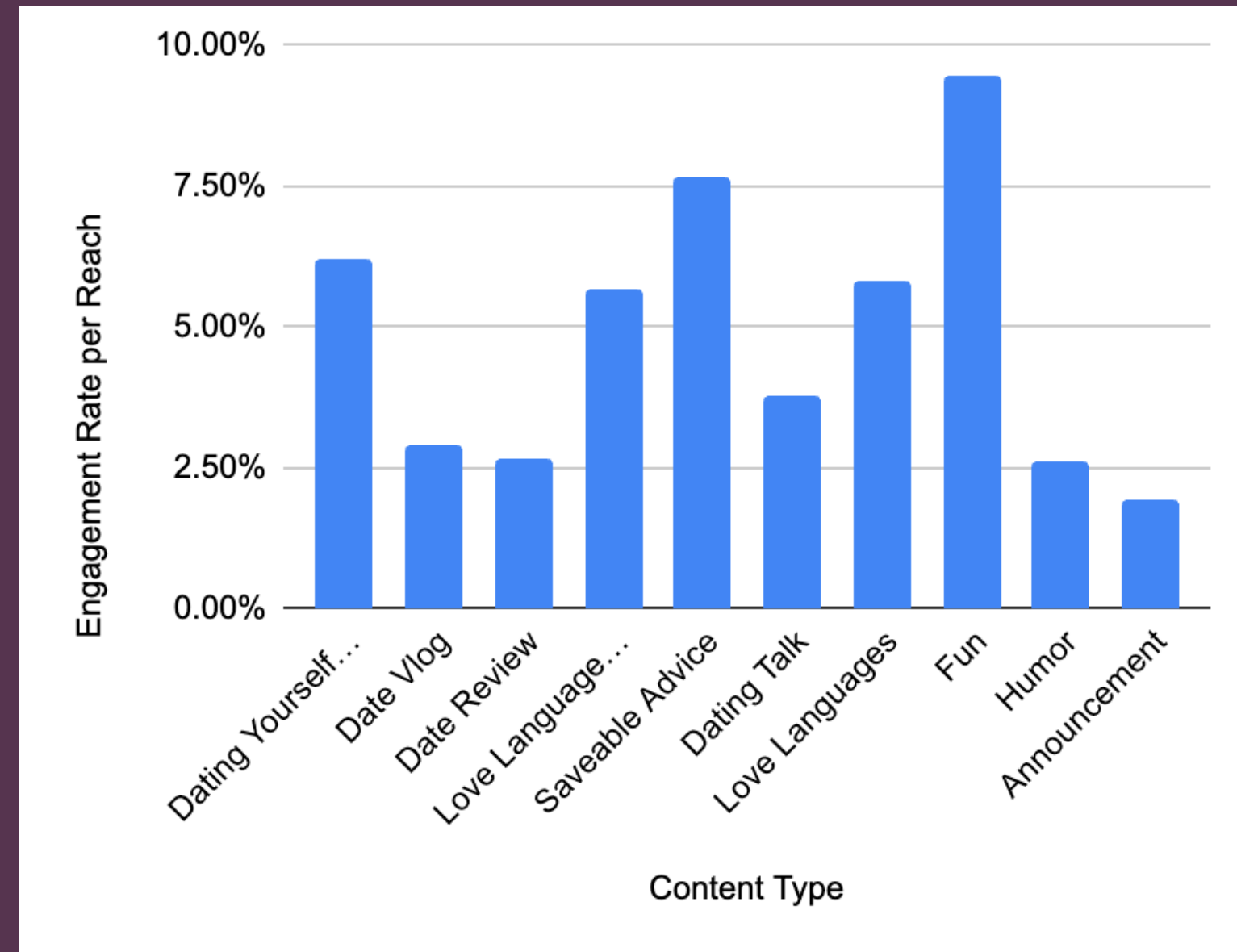


Final Report

These graphs show how the caption word count affected the engagement rate on posts on Instagram. Halfway through, I discovered that higher word counts received a slightly higher engagement rate. This is something I applied more throughout my content, but still kept most of my captions 10-50 words.

CONTENT TOPIC

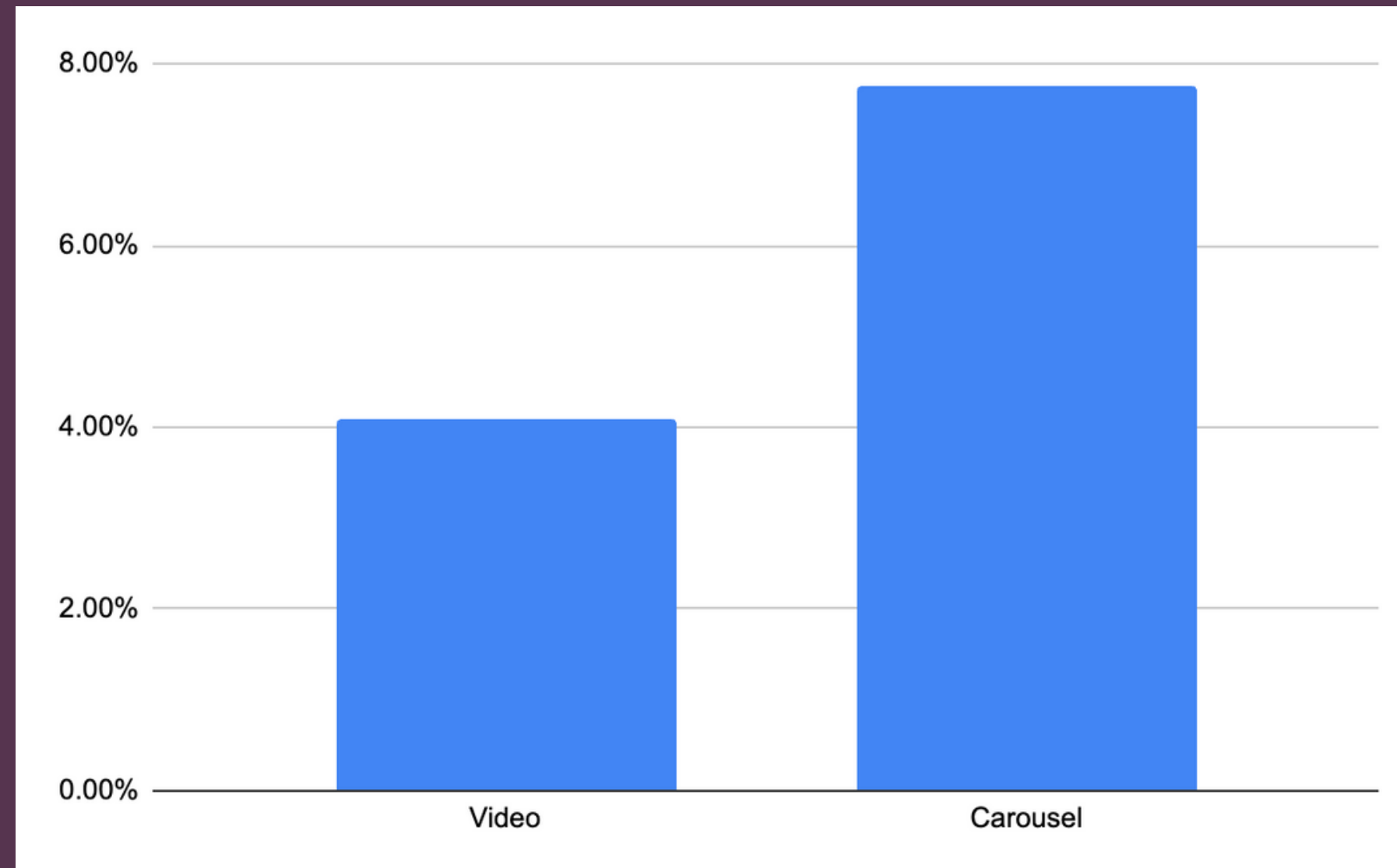
TikTok Engagement Rate Per Reach



This graph shows how the content themes performed on TikTok. This graph shows the average engagement rate per reach. It shows the "fun" content as having the highest engagement rate. This is because I only posted one "fun" post. It had an engagement rate of 9%. However, the saveable advice and dating yourself topics are the more accurate and highest performing. These had high engagement because people enjoyed it and had things to say about it. The saveable advice received many save every time.

CONTENT TYPE

TikTok Engagement Rate Per Reach



This graph shows how videos versus carousels perform on TikTok with engagement rates. Carousels have a much higher engagement rate per reach since they have more information, and they often get many saves. I wanted to post more carousels, but my TikTok account had a glitch where it wouldn't give me that feature for weeks at a time. So whenever it was working, I would post 3-5 carousels in a row while I could.

ENGAGEMENT

Rate Per Reach

16.71%

Instagram
Engagement Rate
First Half of Posting

22%

Instagram
Engagement Rate
Second Half of Posting

3.74%

TikTok
Engagement Rate
First Half of Posting

5.7%

TikTok
Engagement Rate
Second Half of Posting

AUDIENCE

The audience I started with was women 18-24 who lived in Rexburg, Idaho, most of them being my friends. My goal was to change this audience to women all over the country, or even the world. I was able to do just that. The next slide shows my channel's current audience analytics,

Instagram

157 → 254 followers

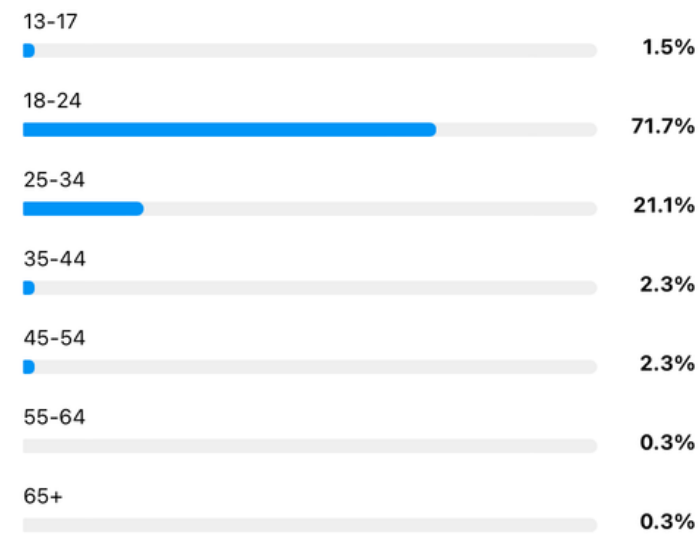
TikTok

0 → 28.0K followers

INSTAGRAM

Age Range of your followers

All Men Women

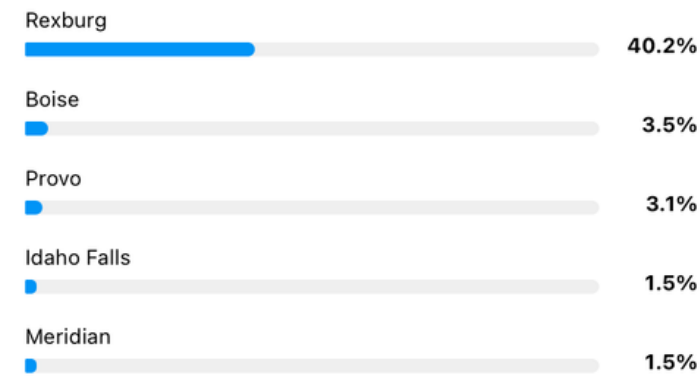


Gender of your followers



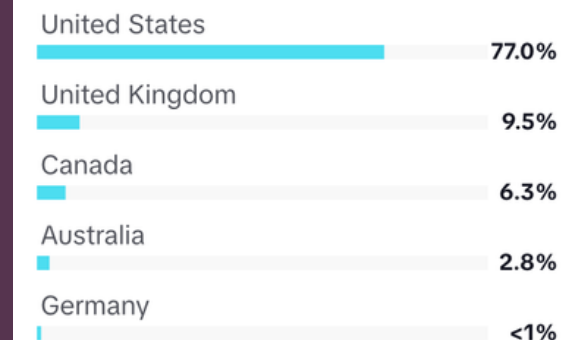
Top Locations of your followers

Cities Countries

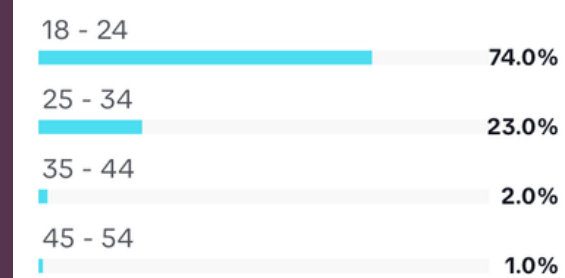


TIKTOK

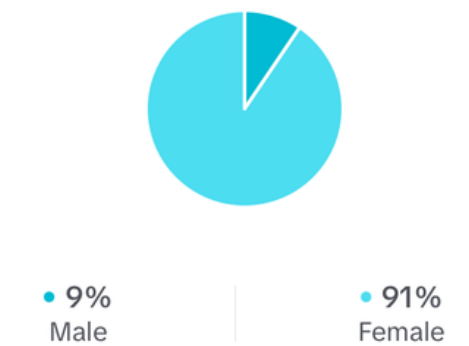
Top countries/regions



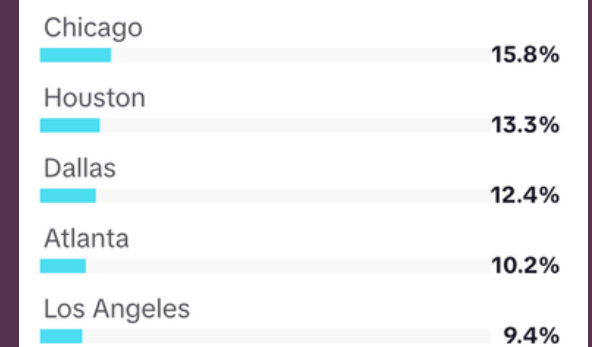
Age



Gender



Top cities

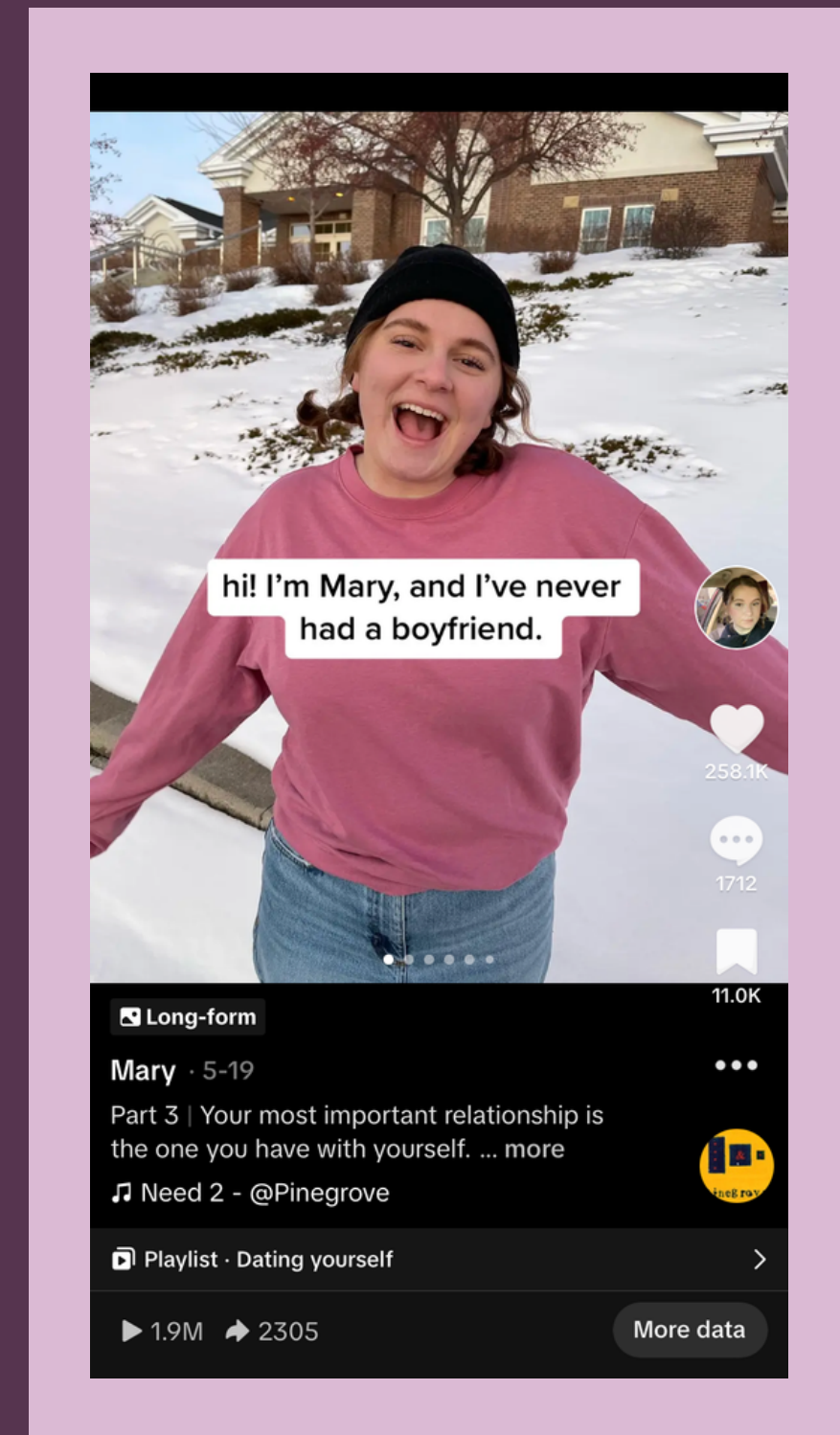


yay for cities all over the country!

VIRAL

The TikTok video on the right went viral! I went from 6 followers to 27K. This video did well because it has a great hook, shows my personality, and is a vulnerable and relatable message. I also used a sound that was just starting to get popular.

Normally when a video goes viral, you gain a few followers but not a ton. I gained a lot because my account has a niche directly related to the viral video. People went to the account and saw more of what they loved from the video. This made them want to stay and see more of my content.






VIRAL PT. 2

Because my account gained a lot of followers, likes, and views, I was able to get a few new features to my account. This includes:

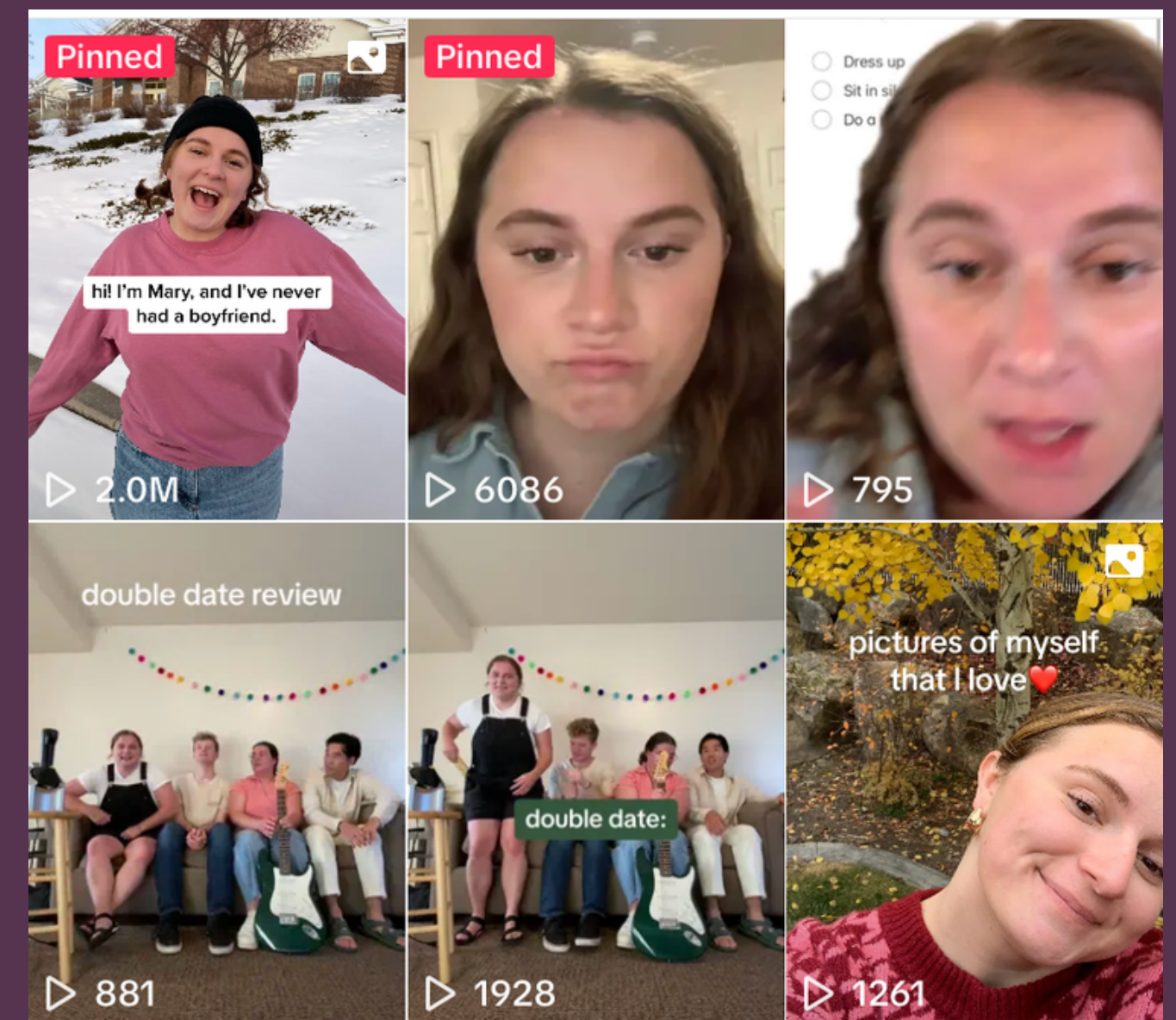
- playlists
- pinned videos
- 10-minute videos

I was happy to use these new features. I was able to post my date review videos to TikTok, not just Instagram. I made several playlists to organize my videos and pinned my viral video, and pinned an explanation video.

playlists

 Dating yourself  Jokes  Date Idea Reviews

pinned videos



Wyatt Reccius
I am glad you stumbled across my fyp. I am healing from a break up & I have realized that I don't know who I am & that I need to date myself thank u

5-21 Reply 4

Liked by creator

Mary · Creator
Let's do it together!

5-21 Reply 1

View 1 reply

alyssagon5
Thanks I felt like I was drowning in all the love I could never touch. This helped like... a lot. Thank u

6-14 Reply

abbi
your account just makes me so happy omg

5-22 Reply 1

Liked by creator

Mary · Creator
Y'all are gonna make me cry

5-22 Reply

ky-lee
no fr I just came across her account and I'm just so happy for her, I relate in every single way

5-22 Reply

abbi **ky-lee**
YESS such a genuinely sweet soul.

5-22 Reply 1

Syd
I'm the only one that I know who's never had a bf and is way behind everyone experience-wise. it's very isolating. comforting to know I'm not alone

5-21 Reply 7

Liked by creator

Mary · Creator
YES JOIN THE COMMUNITY

5-21 Reply 6

brooke_lynne0
Oh my goodness, thank you for saying this! "Dating yourself" that's the phrase ive been meaning to say but couldn't find the right words. Thank you

6-10 Reply

Hey! I just found ur page but you are ADORABLE I love that you put this insta together and are preaching self love! its too cute <3

your account is so inspiring. i too found myself in your position, rushed into a relationship in which i was totally unprepared for, but i lead to have the mindset which now share too. i often like to remind myself there is no shame in being alone when love is tomorrow. wishing you all the very best of luck !

Mary, you are seriously INCREDIBLE You have no idea how much I needed that message tonight Lately it's been SO hard

INSPIRING

My main goal for this account was to inspire people, specifically women, to take control of their dating journey. Here are comments and messages I have received proving I accomplished this.

CHALLENGES

One negative thing that came with going viral was the hate comments. I got several comments talking negatively about me, my body, my personality, and my account. That was hard! But I learned to ignore them (and block them!) and listen to the positive feedback. I also learned that the best validation for my content is the validation from myself. If I think my content is good, then it is!

Another challenge was finding dates to go on. I only have so many guy friends, so I had to be a little brave in asking people. But this helped me grow! I learned that it is always worth it to push yourself when creating content. It's better than just doing the minimum.

FUTURE

After this, I plan on continuing the TikTok page, posting a few times a week. However, I will no longer post to Instagram since I won't be living in Rexburg anymore.

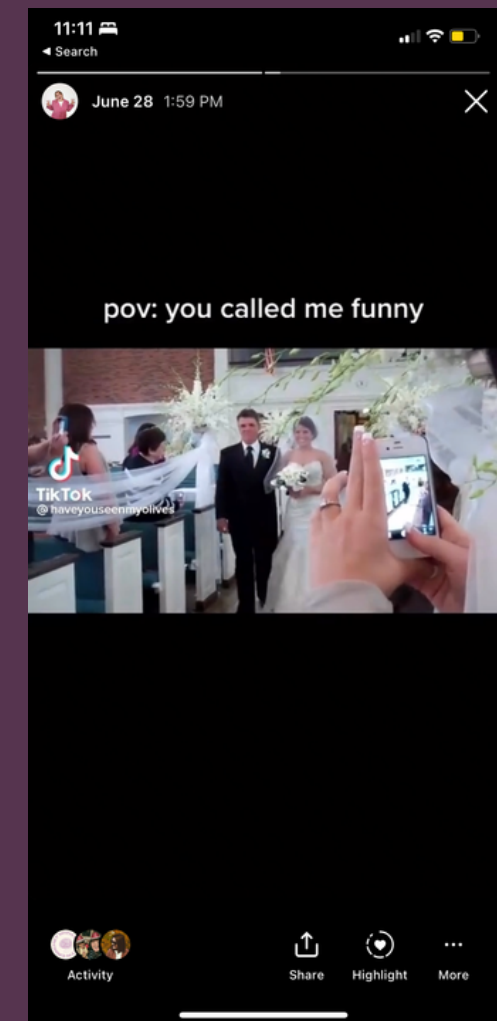
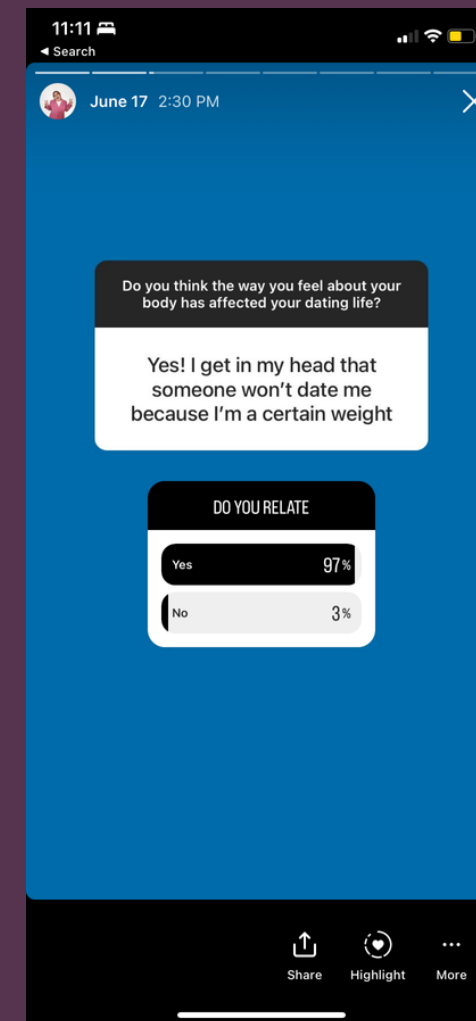
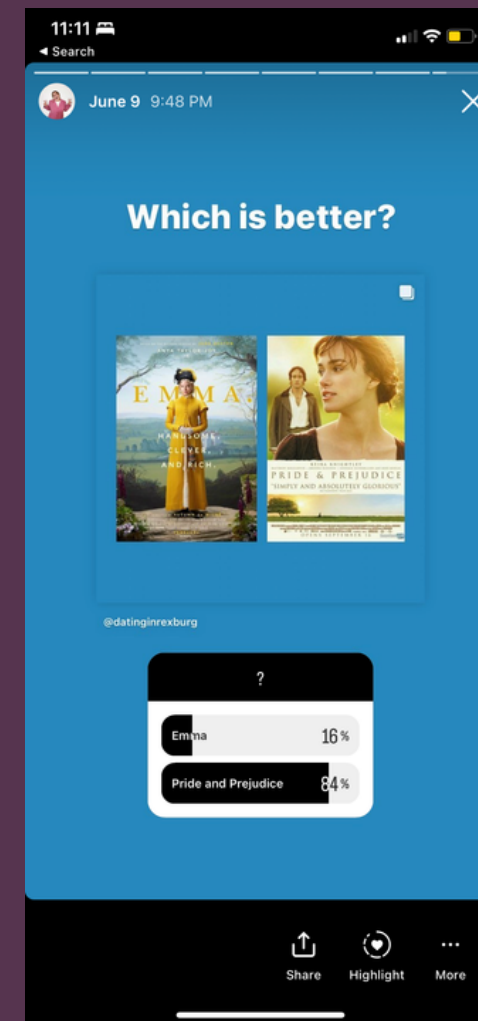
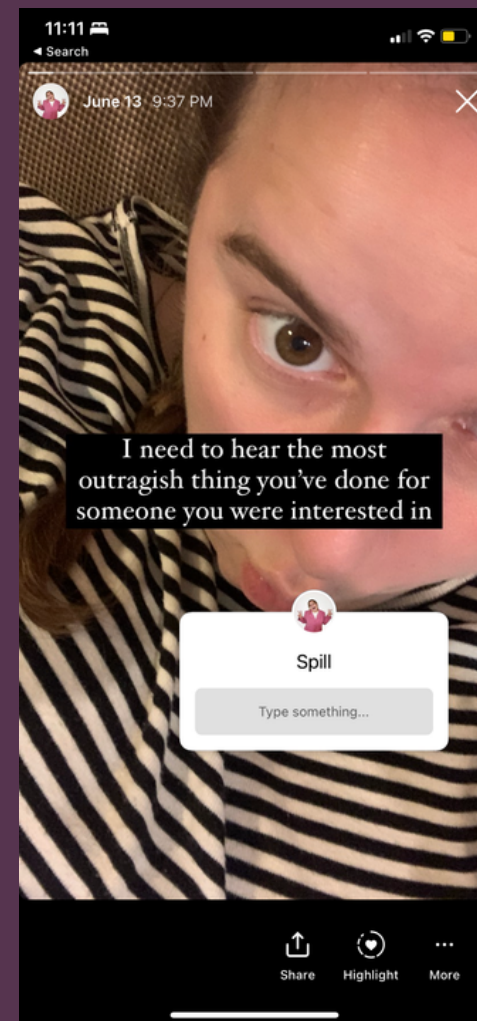
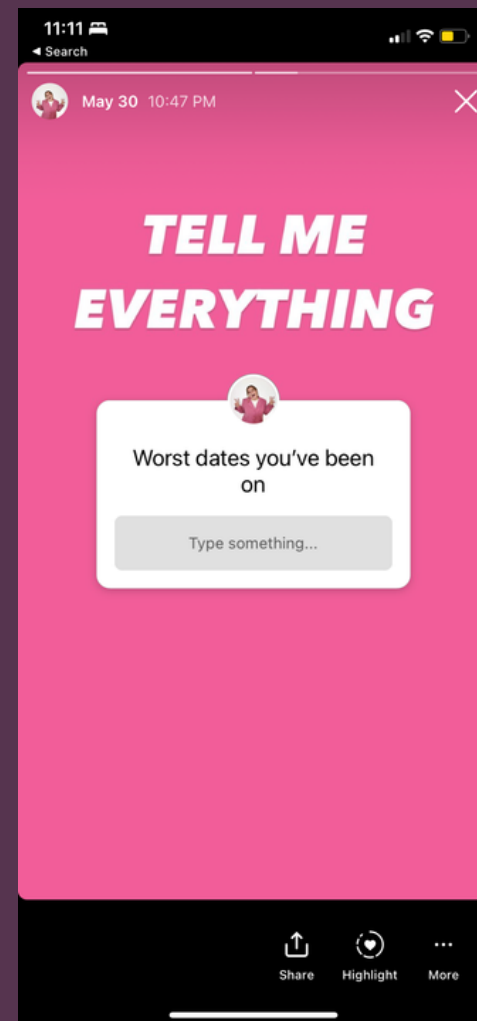
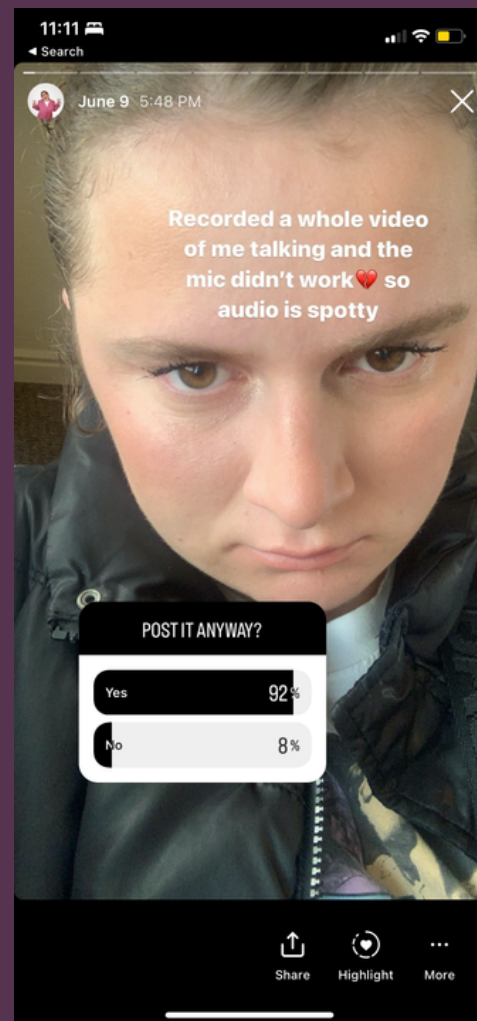
If I were to continue my same amount of posting, here is what I would change in my strategy:

- batching content beforehand
- make date reviews more scripted
- have more community engagement outside of my videos
- post more on stories

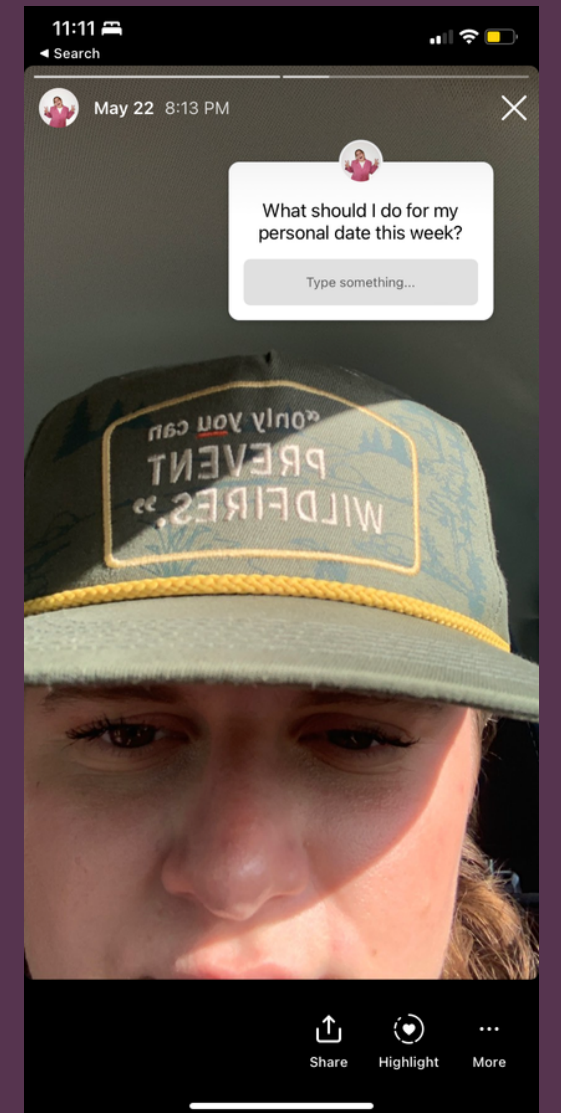
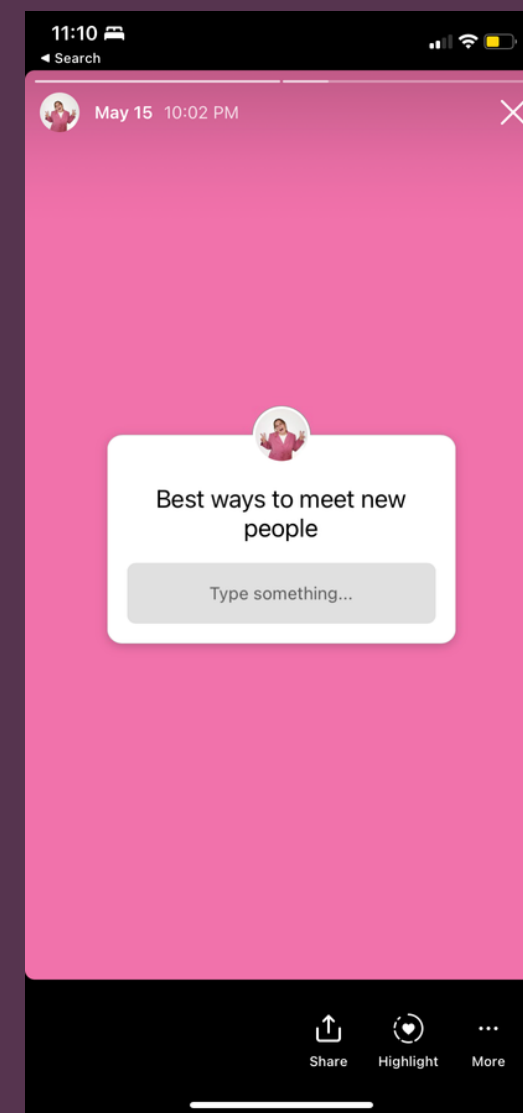
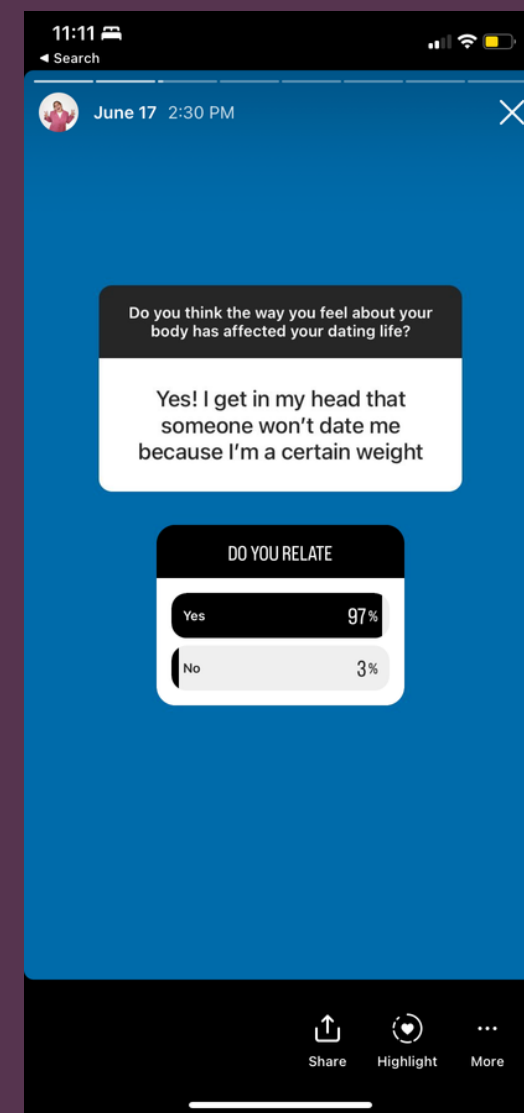
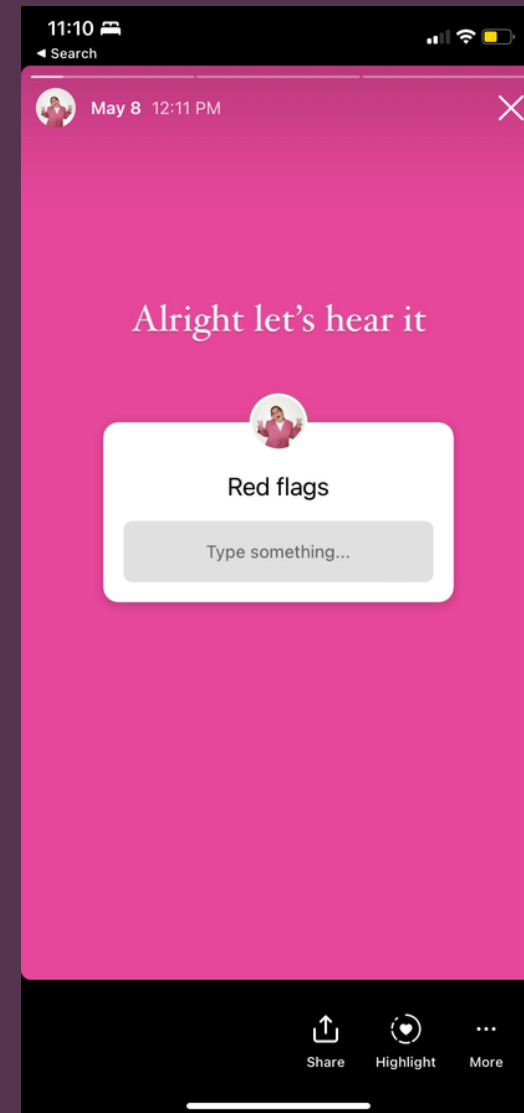
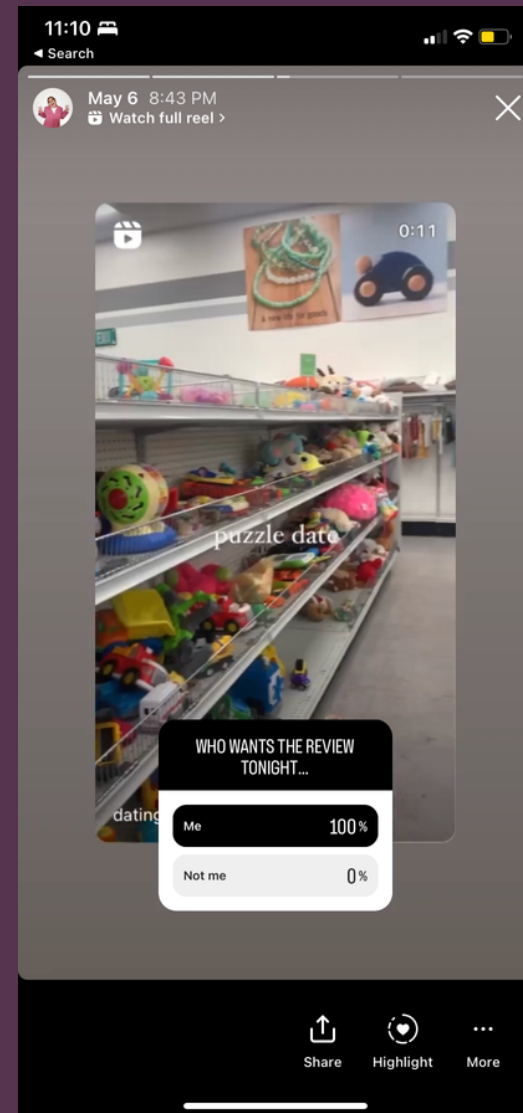
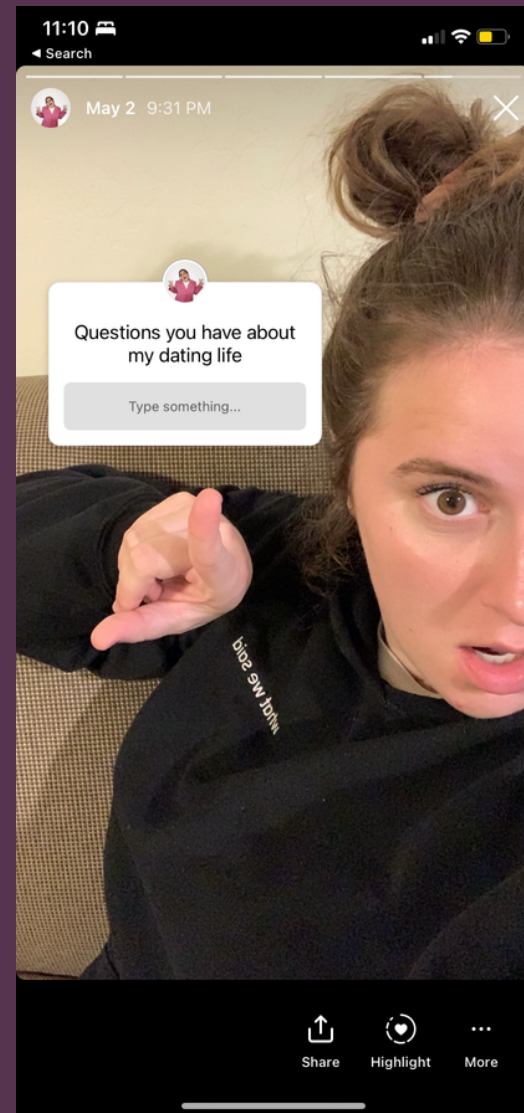
CONTENT APPENDIX

INSTAGRAM STORIES

I post dating memes and TikToks I find on my stories. I also ask questions for people to respond to use for questions. This includes Q&As, and asking for dating stories and thoughts.



INSTAGRAM STORIES



HUMOR

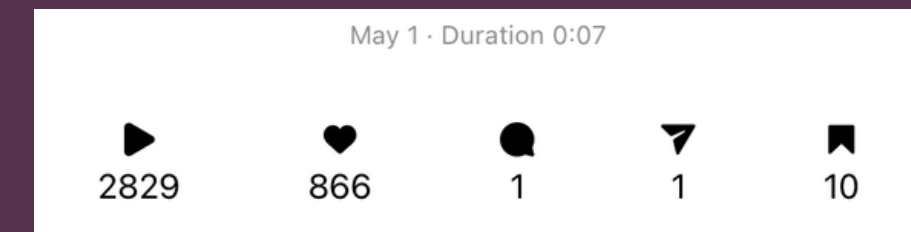
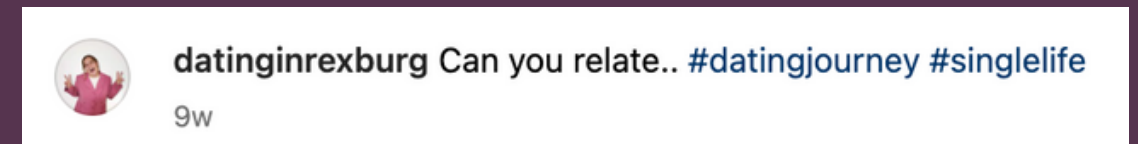
Most Accounts Engaged (Instagram)

2nd Most Accounts Reached (Instagram)

When I first posted this reel, it did not perform very well. However, after a month, the Instagram algorithm grabbed it and started pushing it out. It was constantly engaged with for several days. This proves that even if something doesn't perform well at first, it might eventually. Don't ever delete content!

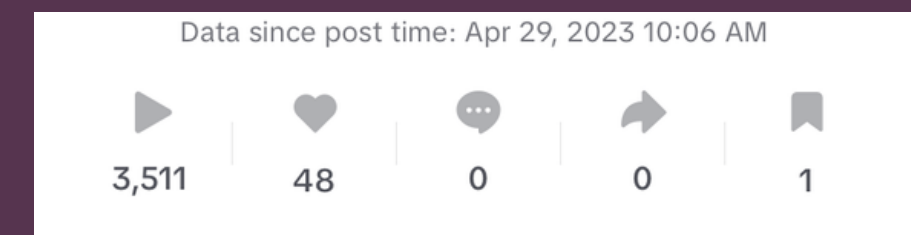
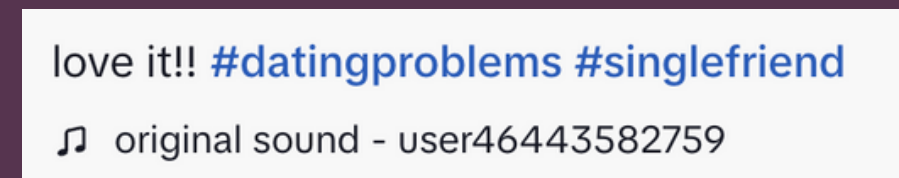


Instagram:



<https://www.instagram.com/p/CrtffDQgqpY/>


TikTok:








https://www.tiktok.com/@marydates_/video/7227503940366028074



Instagram:

 **datinginrexburg** Oops
#dating #redflags

May 2 · Duration 0:06






 676  44  1  4  1

https://www.instagram.com/p/Crw_Fx3gIGa/

TikTok:

Im embarassed #dating #redflags
🎵 original sound - Memes about stuff


Data since post time: May 2, 2023 12:28 PM

 5,294  138  6  17  2






https://www.tiktok.com/@marydates_/video/7228653666301955370



Instagram:

 **datinginrexburg** It's scary
 #datingproblems #datingapps

May 9 · Duration 0:06


 352
  22
  1
  0
  0

<https://www.instagram.com/p/CsCUQpigNt2/>








me texting my friends about
the guy I'm gonna marry (we
made eye contact once)

Instagram:

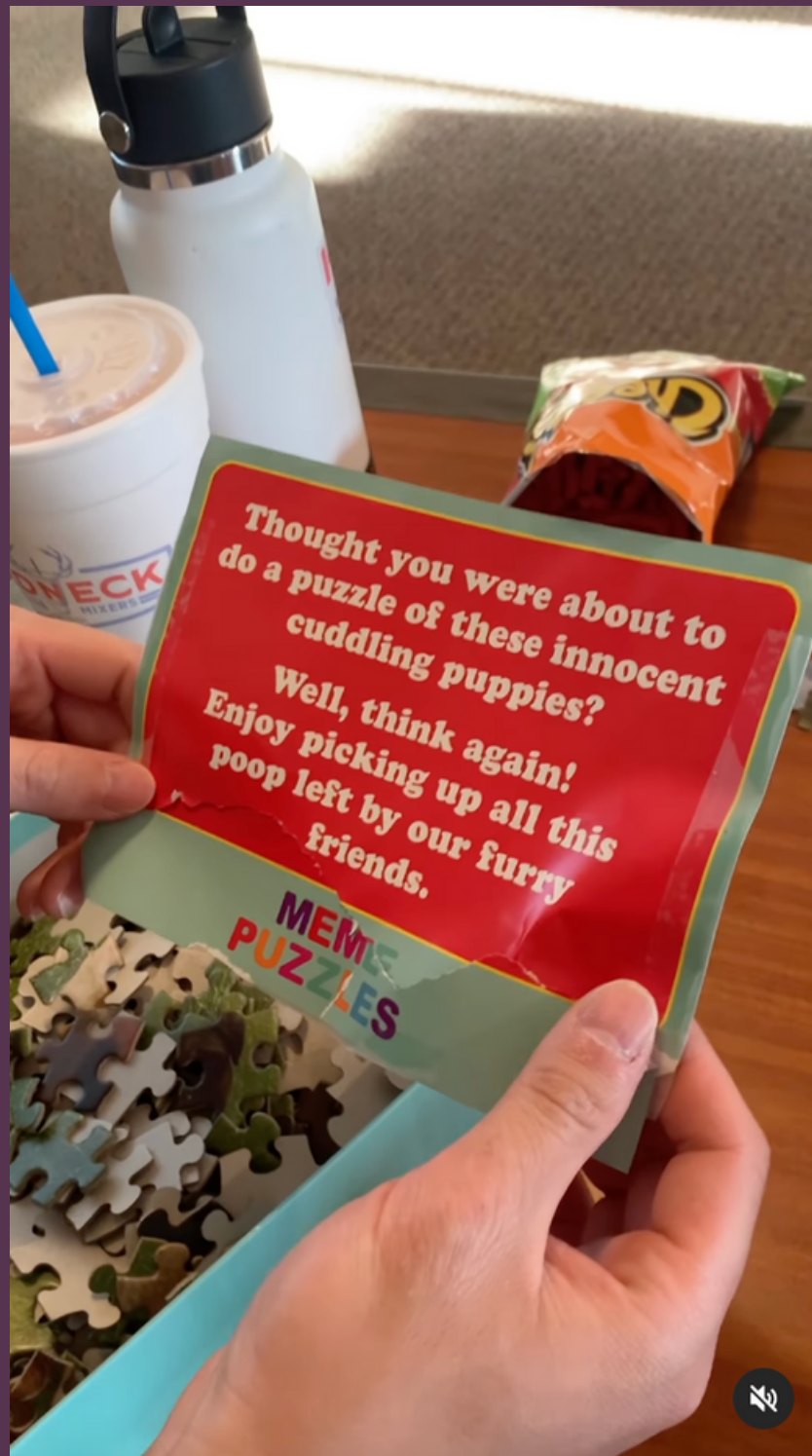
 **datinginrexburg** We are so in love
#dating #datingproblems

May 11 · Duration 0:05


 753  50  4  7  0

<https://www.instagram.com/p/CsHckSWuSOP/>

DATE VLOGS



Instagram:

 datinginrexburg We accidentally thrifted a prank puzzle...
#dateideas #cheapdates

May 6 · Duration 0:13

 1998  110  0  7  9

<https://www.instagram.com/p/Cr7PEWggCtU/>

TikTok:

Accidentally got a prank puzzle #firstdates #dateideas
🎵 Bad Habit - ._NOT._ME._#2


Data since post time: May 12, 2023 2:39 PM

 7,494  182  2  4  3






https://www.tiktok.com/@marydates_/video/7232398254179159342



Instagram:

 **datinginrexburg** Stay tuned for the review tomorrow!! #dating #dateideas
7w

May 18 · Duration 0:11






				
378	25	0	0	0

<https://www.instagram.com/p/Csaf5kAA8d0/>

TikTok:

10/10 time! #dateideas
🎵 The Bug Collector - Haley Heynderickx

Data since post time: May 19, 2023 12:10 AM

				
13K	168	2	1	7

https://www.tiktok.com/@marydates_/video/7234771922452565294

2nd Most Accounts Engaged (Instagram)

Most Accounts Reached (Instagram)

This was also a reel that didn't perform well at first but eventually was pushed out. I received a negative comment (something about not needing a soda, lame) and people defended me in the comments. However, the original commenter deleted it so the conversation can no longer be viewed.



Instagram:


Would you rather have this as a date or do something more exciting? [#firstdate](#) [#dateideas](#)
🎵 Loving Machine - TV Girl

June 9 · Duration 0:07

▶	♥	💬	📌	🔖
3604	517	1	44	7

<https://www.instagram.com/p/CtS4EsKgbYx/>

TikTok:

 **datinginrexburg** A simple date today! Lots of time to talk and get to know each other. Would you rather have a date like this or a busier type of date? [#firstdates](#) [#dating](#) [#dateideas](#) [#firstdateideas](#)


Data since post time: Jun 9, 2023 9:51 PM

▶	♥	💬	➦	🔖
8,519	220	3	3	3

https://www.tiktok.com/@marydates_/video/7242899973640162602



Instagram:

 datinginrexburg Cookies were 5/10 but the date idea was 9/10 🙌🏻 Zach slayed! #dateidea #firstdate #dating

June 30 · Duration 0:49

480 42 5 7 0

<https://www.instagram.com/p/Culb5YaA0Hm/>

TikTok:

Honestly the cookies were not that great 🤡 but it was fun! A 9/10 date idea 🙌🏻 #dateidea #dateadvice #firstdate

🎵 Soulful Strut - The Fame Gang

Data since post time: Jun 30, 2023 4:44 PM

872 29 0 0 2

https://www.tiktok.com/@marydates_/video/7250613770408496427



Instagram:



datinginrexburg DOUBLE DATE: the FINAL date of the semester. Two couples, competing for the best find. Nathan and I did our best (we worked so hard that we didn't have time to film a lot, oops) but Sydnee and John worked smarter (aka they have to return the guitar later). Stay tuned for tomorrow to see our group review and rating. [#doubledate](#) [#dateideas](#) [#firstdate](#)

July 3 · Duration 0:18



604



51



7



2



2

<https://www.instagram.com/p/CuQvSEhp3aN/>

TikTok:

The FINAL date of the semester (and maybe ever for this page?) Two couples, competing for the best fund. Nathan and I did our best (we worked so hard that we didn't gave time to film a lot, oops) but Sydnee and John worked "smarter" (aka they have to return the guitar later). Review coming tonight! [#doubledate](#) [#dateideas](#) [#firstdate](#)

Data since post time: Jul 5, 2023 12:06 PM



1,928



84



0



0



0


https://www.tiktok.com/@marydates_/video/7252397585363717419

DATE REVIEWS








date w/ John!

Instagram:

 **datinginrexburg** Puzzle date with [@fatkittylee](#) review!
8w

May 6 · Duration 5:00






 342  29  4  5  2

<https://www.instagram.com/p/Cr7bDKCul20/>

TikTok:

Reviewing the puzzle date idea! [#dateideas](#) [#firstdates](#)
🎵 original sound - Mary

Data since post time: May 23, 2023 7:20 PM

 15K  199  20  6  14

https://www.tiktok.com/@marydates_/video/7236552610377977131


2nd Most Accounts Reached (TikTok)

2nd Most Accounts Engaged (TikTok)

I posted this right after my TikTok account went viral. So many people went to view my account, then saw this. It is a different kind of video that people haven't seen so they loved it. Many people interacted commenting their thoughts on the date.



Instagram:

 **datinginrexburg** This weeks date was music and icecream! Thanks @devon_phelps5 for coming! We rated it a 9/10 #dateidea!

May 19 · Duration 4:01

450 34 7 13 6

<https://www.instagram.com/p/CsbzE8-AoWa/>

TikTok:

Reviewing our date of watching live music and getting icecream (at Mcdonalds, gourmet!) #firstdates

original sound - Mary

Data since post time: May 22, 2023 12:43 AM

28K 689 47 28 29

https://www.tiktok.com/@marydates_/video/7235893685265829166



Instagram:



datinginrexburg We would soda and a walk about 8/10! Go try it. NOW!!!! #firstdate #firstdateideas

June 10 · Duration 2:55

357 29 0 9 2

<https://www.instagram.com/p/CtUwDhPgszq/>

TikTok:

Tucker and I got soda and went on a walk! We would rate it around a 8/10 for a date idea. GO TRY IT OUT #firstdate #dateidea

original sound - Mary


Data since post time: Jun 10, 2023 2:37 PM

8,511 203 20 11 6




https://www.tiktok.com/@marydates_/video/7243159210446327086



Instagram:

 **datinginrexburg** Date review with Zach! We highly recommend this date idea. [#dateideas](#) [#firstdate](#) [#dateadvice](#)


July 1 · Duration 5:05

 208  18  0  3  0






<https://www.instagram.com/p/CuLLca5gqFx/>

TikTok:

We thought this date idea SLAYED! [#dateidea](#) [#dateadvice](#) [#firstdate](#) [#dateideas](#)

 original sound - Mary


Data since post time: Jul 1, 2023 6:28 PM

 869  23  0  0  0

https://www.tiktok.com/@marydates_/video/7251011504567291178



Instagram:

 **datinginrexburg** DOUBLE DATE: the last date of the semester (and this page!) We rate this idea a 7/10. It was super fun, but hard to get to know each other. But you should DEFINITELY try it!!!! #dateidea #doubledate #dateideas #groupdate


July 5 · Duration 5:52

 222  31  2  0  1






<https://www.instagram.com/p/CuVMz4cRU1Z/>

TikTok:

BIGGER OR BETTER: we rate it a 7/10 overall. A fun date, not TONS of room to get to know each other. BUT A GOOD TIME #doubledate #dateideas #firstdate

 original sound - Mary

Data since post time: Jul 5, 2023 1:44 PM

 881  32  0  1  0

https://www.tiktok.com/@marydates_/video/7252422849313492267

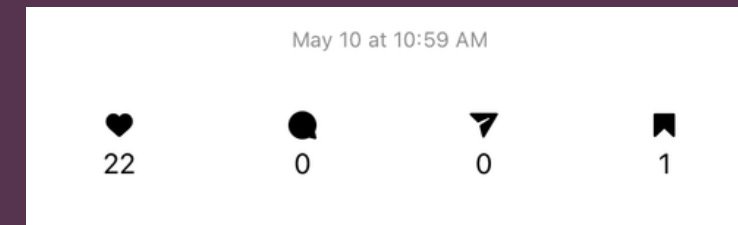
LOVE LANGUAGES



Instagram:

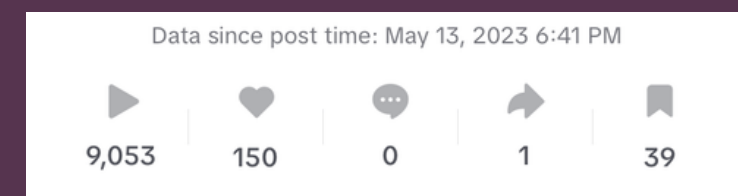
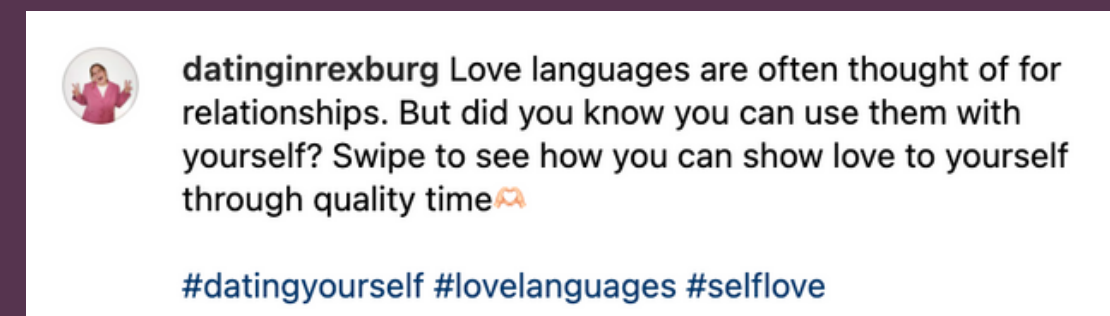
Sometimes, all you need is yourself. [#selflove](#) [#datingyourself](#)

🎵 The Bug Collector - Haley Heynderickx



https://www.instagram.com/p/CsEmeGHg_S0/?img_index=1

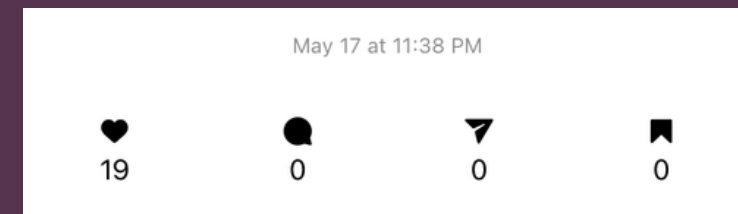
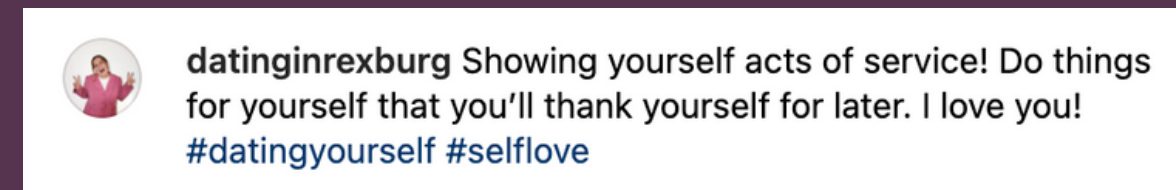
TikTok:



https://www.tiktok.com/@marydates_/video/7232831765868498218

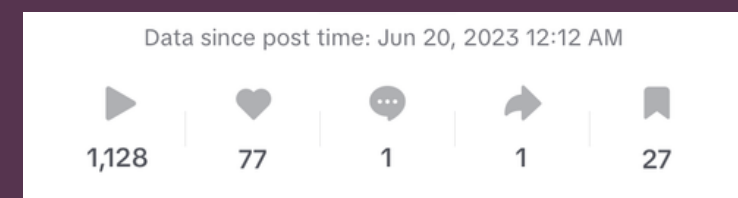
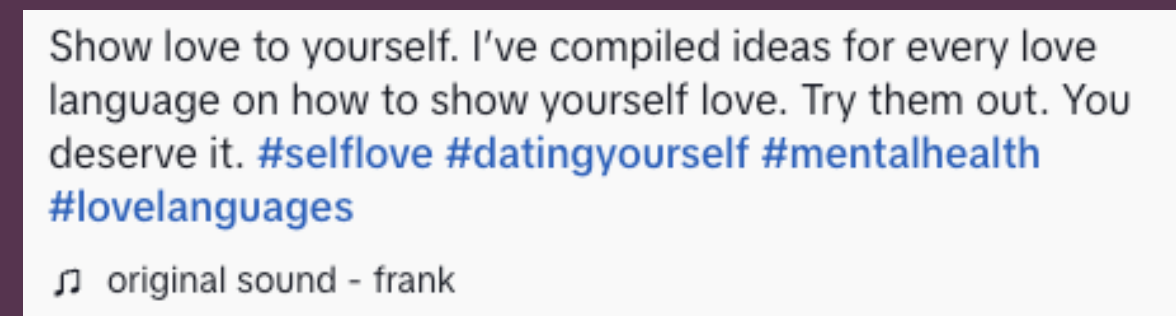


Instagram:



https://www.instagram.com/p/CsX-2dZg7Cx/?img_index=1

TikTok:



https://www.tiktok.com/@marydates_/video/7246647097573838126

ION WORDS OF AFFIRMATION WO

LOVE LANGUAGES

showing yourself love

ION WORDS OF AFFIRMATION WO

..

BE KIND TO YOURSELF

- Write yourself a love letter
- Journal every day 3 things you love about yourself
- Set boundaries with people
 - Surround yourself with loving people
- Ask friends and family what they love about you
- Keep a picture of your younger self on your mirror

..

Instagram:



datinginrexburg How to show yourself love when your love language is [#wordsofaffirmation](#): be kind to yourself!! The way you speak to yourself is huge. As you learn to speak internally with love, your love for yourself will blossom and grow 🌱
[#selflove](#) [#datingyourself](#)

May 24 at 10:08 AM



13



0



0



1

https://www.instagram.com/p/Csojs_dAaqD/?img_index=1

TOUCH PHYSICAL TOUCH PHY

LOVE LANGUAGES

showing yourself love

TOUCH PHYSICAL TOUCH PHY

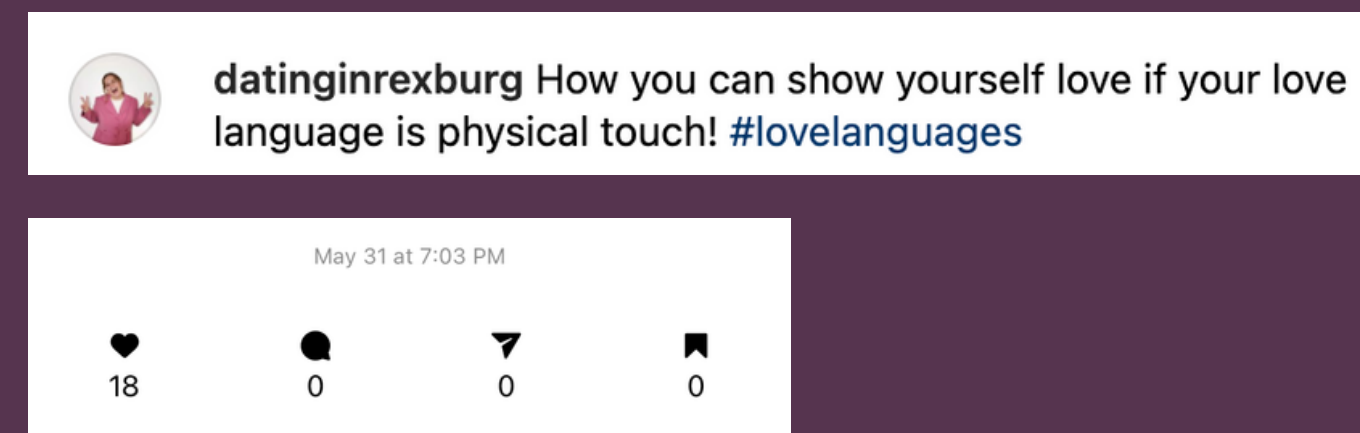
..

TAKE CARE OF YOUR BODY

- Give yourself a hug
- Get a massage
- Get your nails done
- Go on a walk
- Exercise
- Nice long fancy bath
- skincare/self care routine
- Get 8+ hours of sleep

..

Instagram:



The screenshot shows an Instagram post from the user 'datinginrexburg'. The post features a circular profile picture of a woman in a pink top. The caption reads: 'How you can show yourself love if your love language is physical touch! #lovelanguages'. The post is dated 'May 31 at 7:03 PM'. Below the caption are four icons representing engagement: a heart with '18' likes, a speech bubble with '0' comments, a paper plane with '0' shares, and a bookmark with '0' saves.

https://www.instagram.com/p/Cs7ijvmAvtL/?img_index=1

GIVING GIFT GIVING GIFT G

LOVE LANGUAGES

showing yourself love

GIVING GIFT GIVING GIFT G

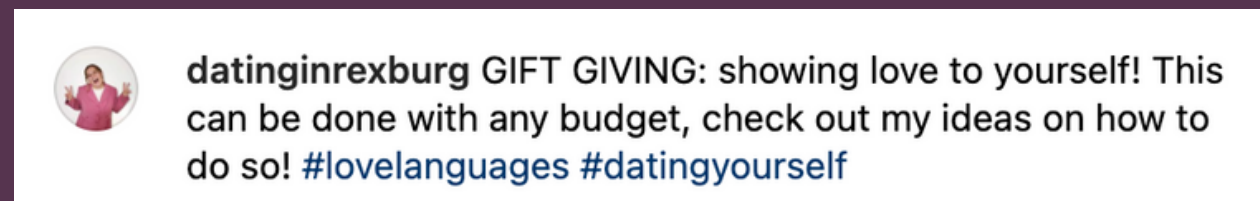
..

TREAT YOURSELF

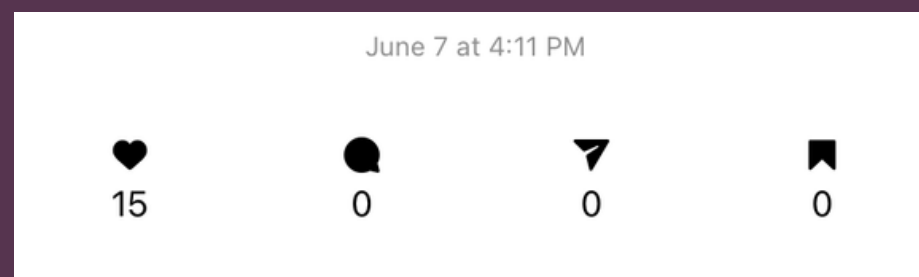
- Get little treats
- Go thrifting
- Pick wildflowers
- Buy yourself flowers
- Make yourself a treat
- Set up a budget
- Try new foods
- Do a clothing exchange with friends
- Start a side hustle

..

Instagram:

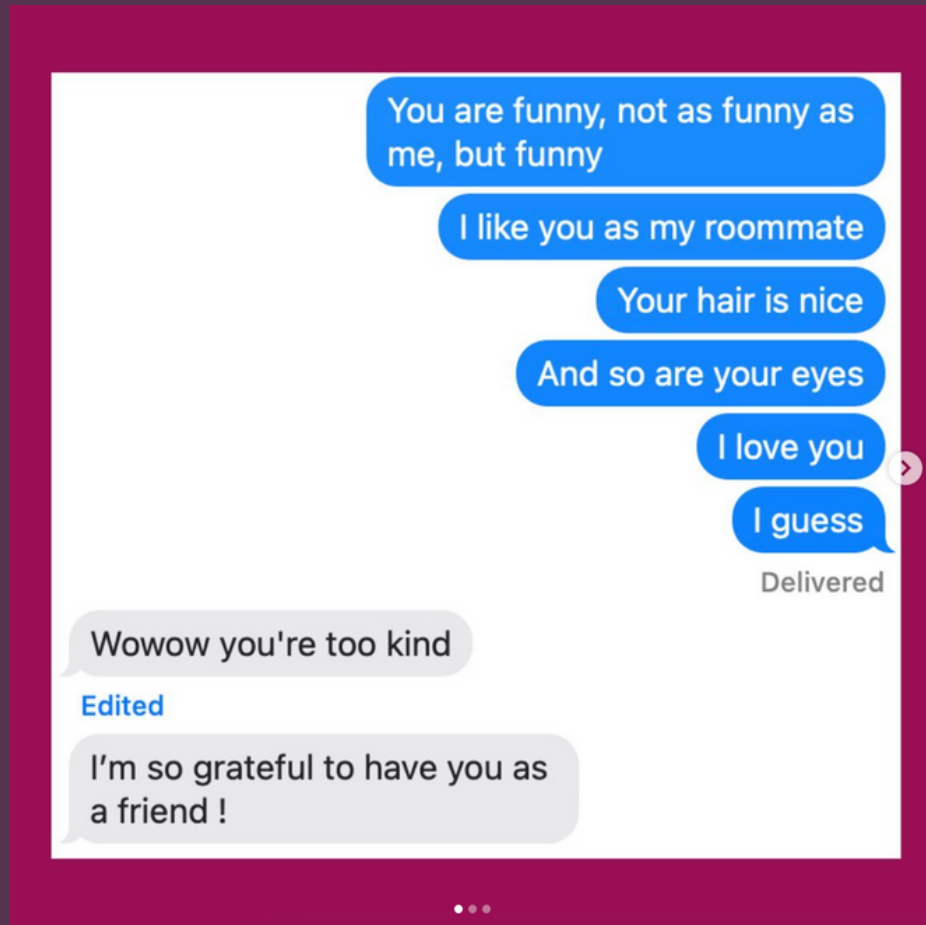


A screenshot of an Instagram post. On the left is a circular profile picture of a woman with her arms raised. To the right of the profile picture is the text: "datinginrexburg GIFT GIVING: showing love to yourself! This can be done with any budget, check out my ideas on how to do so! #lovelanguages #datingyourself".

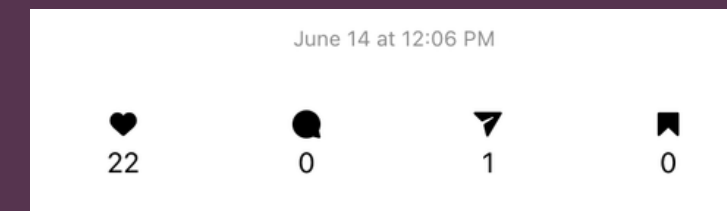
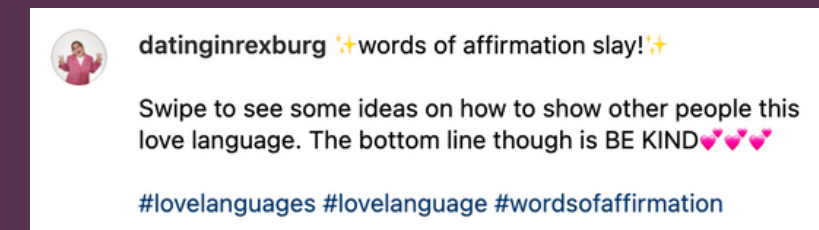


A screenshot of the interaction bar from the Instagram post. It shows the date and time "June 7 at 4:11 PM" at the top. Below are four icons with their respective counts: a heart icon with "15", a speech bubble icon with "0", a paper plane icon with "0", and a bookmark icon with "0".

https://www.instagram.com/p/Cs7ijvmAvtL/?img_index=1

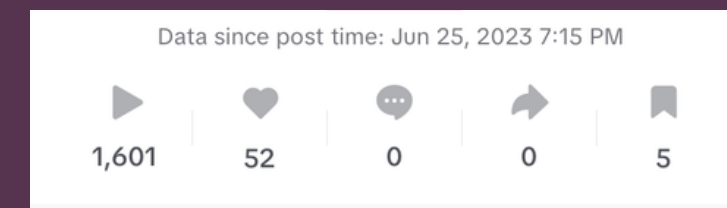
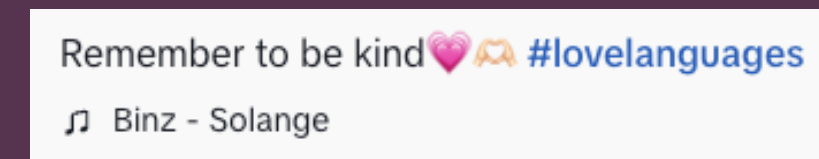


Instagram:



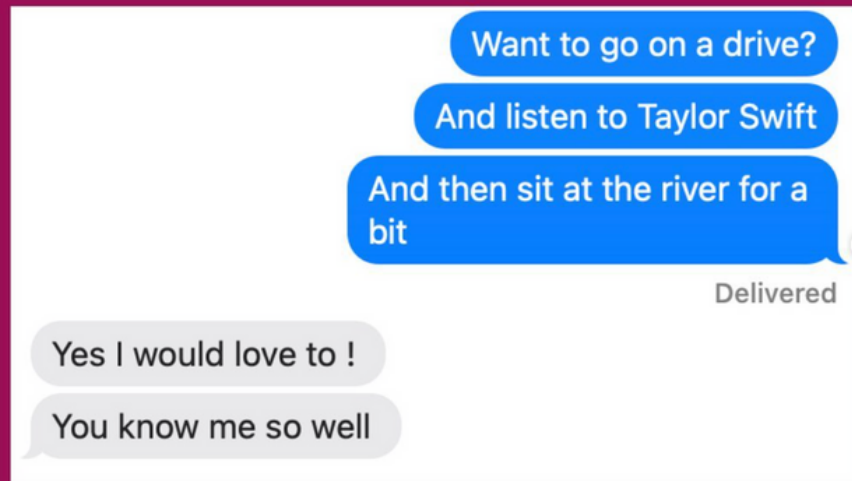
https://www.instagram.com/p/Cte19izAE8r/?img_index=1

TikTok:



https://www.tiktok.com/@marydates_/video/7248797278280879406





TY TIME QUALITY TIME QUALITY

LOVE LANGUAGES

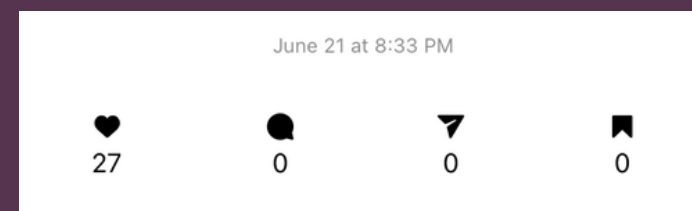
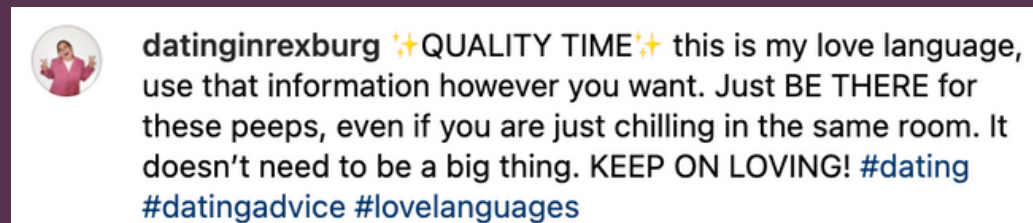
showing others love

TY TIME QUALITY TIME QUALITY

JUST BE THERE

- Go on a drive
- Watch a movie
- Go to dinner
- Have a picnic
- Go on a walk
- Play a sport together
- Watch TikToks in the same room lol
- Have conversations about your relationship
- Go grocery shopping

Instagram:



https://www.instagram.com/p/Ctxxd9XrwFL/?img_index=1


ERVICE ACTS OF SERVICE ACTS O

LOVE LANGUAGES

showing others love

ERVICE ACTS OF SERVICE ACTS O

Instagram:

 **datinginrexburg** ACTS OF SERVICE 🙌 if you have a loved one with this love language, doing something simple can mean everything. How have you seen this love language being catered too? #lovelanguages #lovelanguage #dating #actsofservice

July 2 at 4:19 PM

👍 23 💬 0 📌 0 📁 0

https://www.instagram.com/p/CuNpOM7PCOM/?img_index=1

TikTok:

go out and do something nice! #lovelanguages

🎵 sarah - chica

Data since post time: Jul 3, 2023 4:39 PM

▶ 2,638 ❤️ 194 💬 0 ➦ 0 📁 11

https://www.tiktok.com/@marydates_/video/7251725721171725610

hey

i heard you crying in the bathroom

Awkward

So I washed your dishes for you

You're welcome

Delivered

Yeah I was struggling in there

It was a hard day

Thank you !

DO SOMETHING

- Wash their dishes
- Take out their trash
- Bring them a treat
- Make their bed
- Take them to dinner
- Make them dinner
- Write them a note
- Provide help with stressful tasks
- Teach them something

DATING YOURSELF

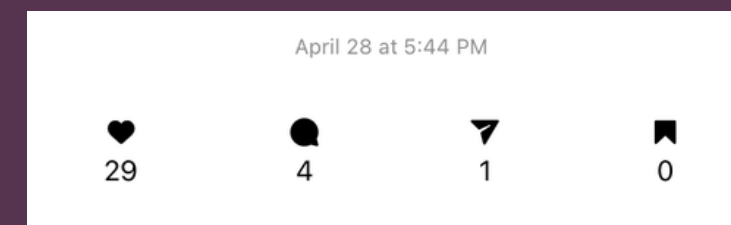
what is
**DATING
YOURSELF?**

**GETTING
TO KNOW
YOURSELF**

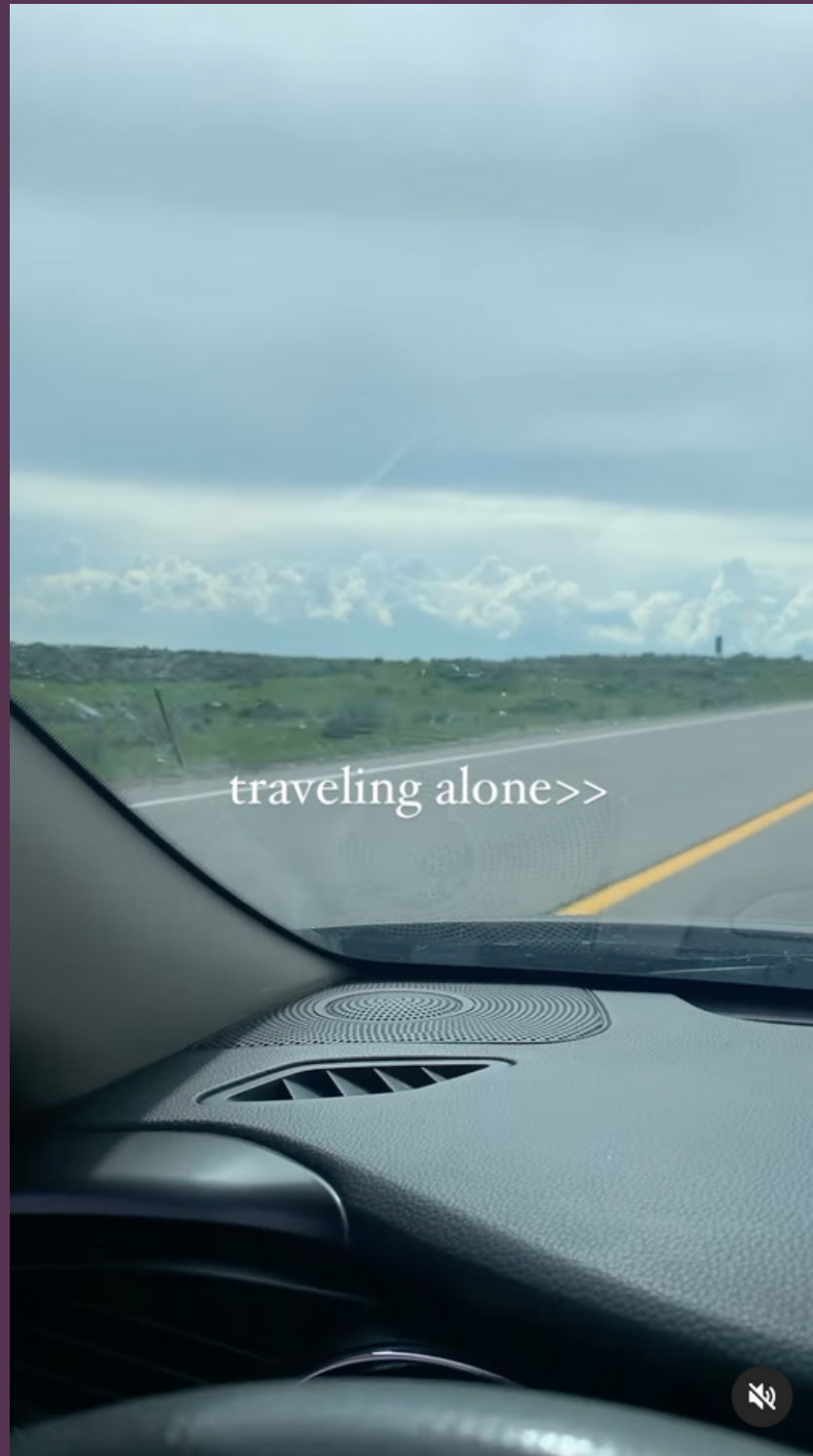
**FINDING
JOY IN
BEING ALONE**

**TAKING
YOURSELF
ON DATES**

Instagram:




https://www.instagram.com/p/CrmbOaYA-RU/?img_index=1



Instagram:






This post is almost the same as the one I posted on TikTok, but I optimized both of them for their platform. The TikTok can be found on slide 102.

 **datinginrexburg** Ways traveling alone can nurture self love:

- going into a scary gas station to go to the bathroom and making it out alive? feels pretty cool
- treating yourself to a drink and some snacks on your trip
- practicing self care in the car, chapstick, facial spray, hair mask etc
- listening to entertaining, educational, inspiring podcasts
- singing your heart out and jamming to your favorite tunes without any chance of judgment from others
- time to think and talk through things without distraction
- learning to problem solve by yourself

I love driving for long amounts of time. It's uninterrupted quality time with myself. I count it as a date with myself!
[#datingyourself](#) [#selflove](#) [#independence](#)

May 27 · Duration 0:10

 304  33  0  0  2

<https://www.instagram.com/p/CswSZtOAYWP/>



Instagram:



datinginrexburg You deserve fun, good, amazing things NOW!! I've decided to never let not having a romantic partner hold me back from anything. IM GONNA ENJOY MY LIFE💕
#datingyourself #datingadvice #selflove #mentalhealth

June 17 · Duration 0:21

494

37

1

3

1

<https://www.instagram.com/p/Ctnn6R6grB>
P/

TikTok:

This is also my subtle flex of going to the Eras tour hehehe
#datingyourself

🎵 original sound - frank

Data since post time: Jun 17, 2023 3:25 PM

1,831

89

0

1

1

https://www.tiktok.com/@marydates_/video/7245769254593760555



spending quality time
with friends>>

Instagram:



datinginrexburg As I've gone through my dating and dating myself journey, something so valuable I've found is spending time with just women. Something about being with my friends who get me so well, and where we can share stories and thoughts is so healing. Thank you to all my friends who support me and show me what real love is. Tag a friend below who makes you feel this way. [#datingyourself](#) [#selflove](#)

June 19 · Duration 0:12

711 52 10 6 2

<https://www.instagram.com/p/CtsmDzmgRK2/>

TikTok:

Sometimes its all you need [#selflove](#) [#datingyourself](#) [#mentalhealth](#)

🎵 The Bug Collector - Haley Heynderickx

Data since post time: Jun 19, 2023 9:13 PM

882 61 0 0 0

https://www.tiktok.com/@marydates_/video/7246601100340628782



Instagram:



datinginrexburg SPENDING TIME ALONE: taking baby steps is better than nothing! #datingyourself #selflove

June 22 · Duration 1:31

250 17 0 0 0

<https://www.instagram.com/p/Ct0Z9HbALe3/>

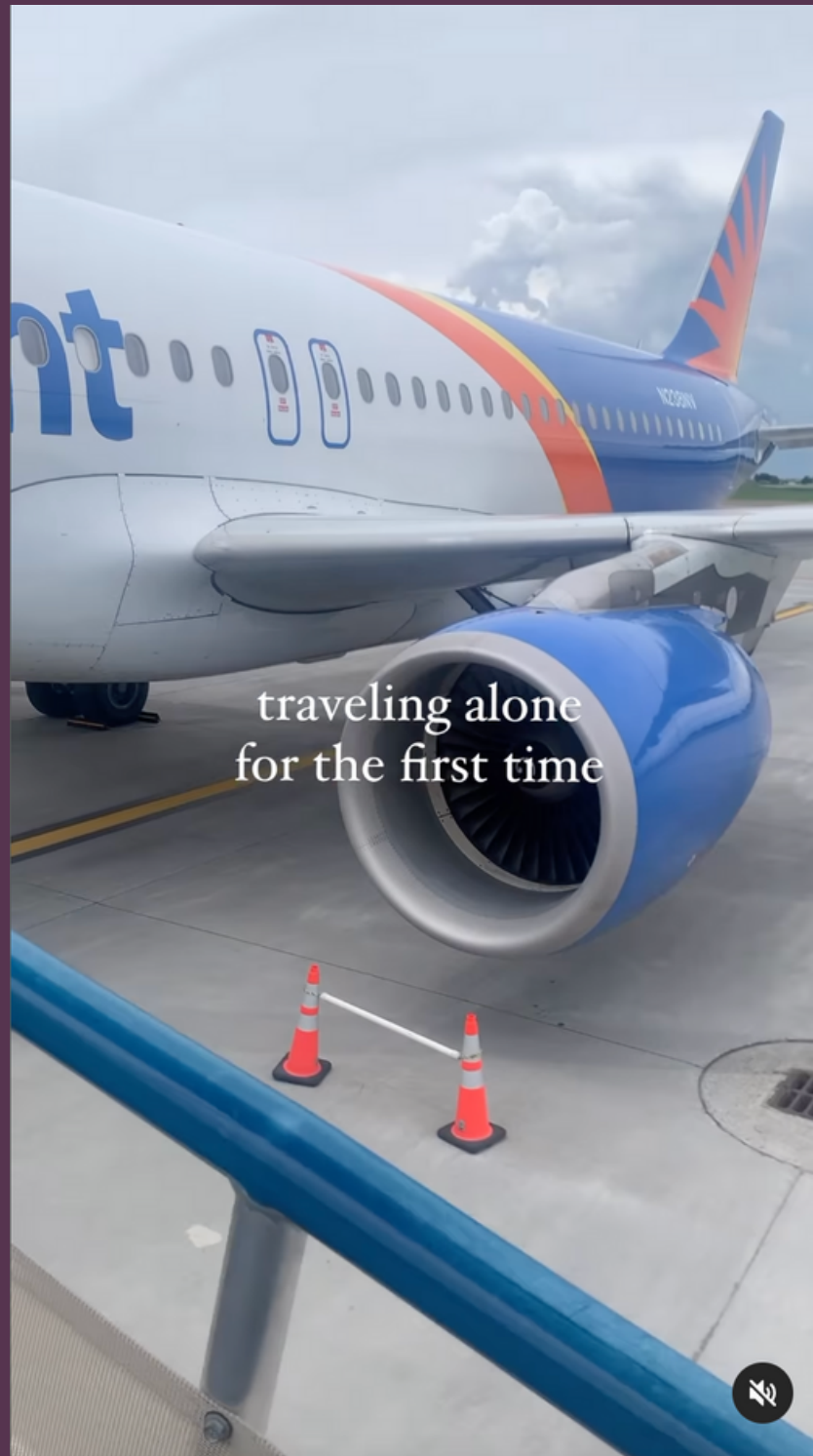
TikTok:

original sound - Mary

Data since post time: Jun 22, 2023 1:11 PM

528 9 0 0 0

https://www.tiktok.com/@marydates_/video/7247590051469610286



Instagram:



datinginrexburg It was scary but now I know I can do it!!
#travelingalone

June 23 · Duration 0:08

348 39 9 0 1

<https://www.instagram.com/p/Ct2iVtdPiMu/>

TikTok:

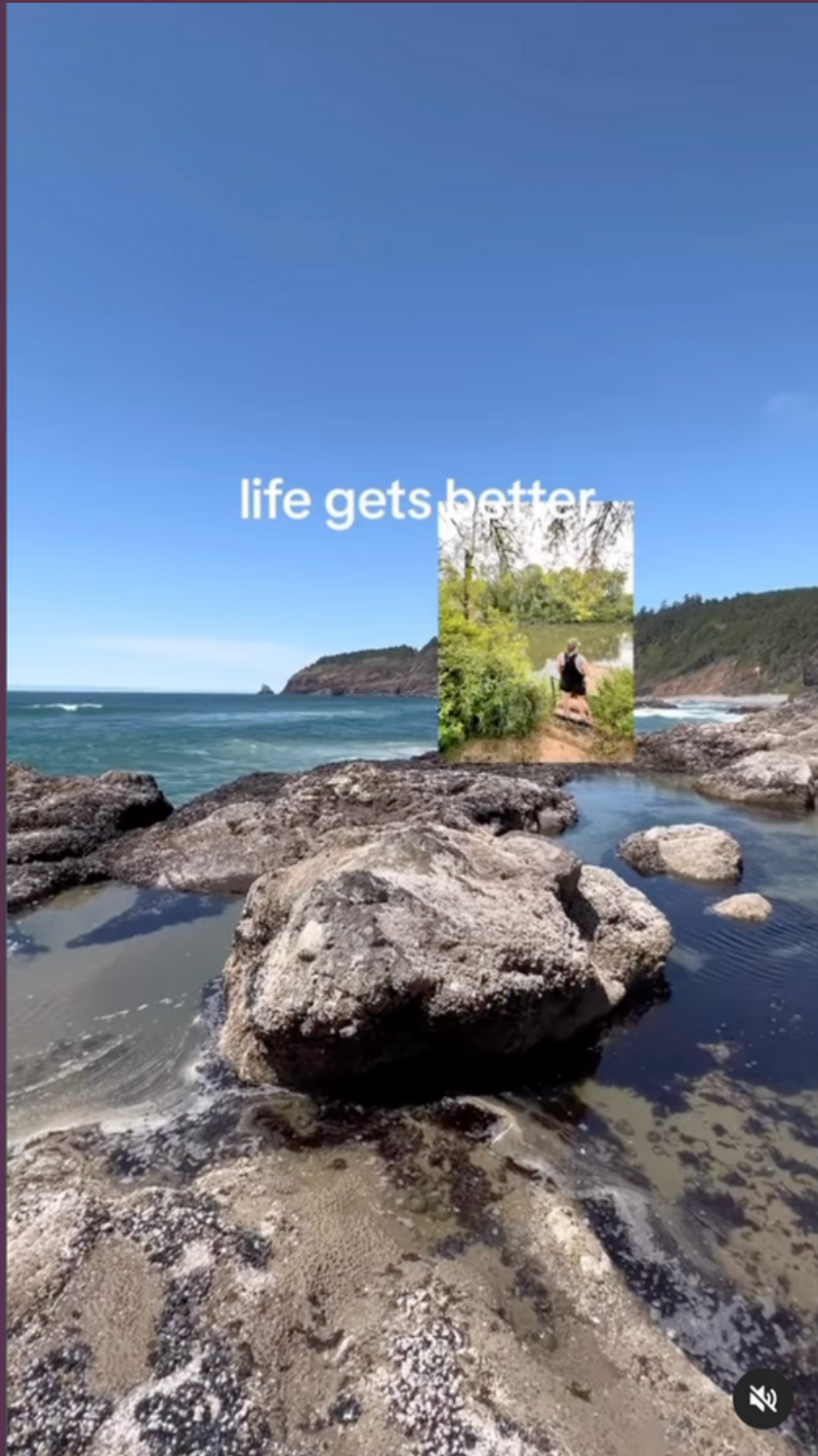
It was actually terrifying lol #selflove #travelingalone

about you - e ★

Data since post time: Jun 23, 2023 5:56 PM

966 57 3 0 0

https://www.tiktok.com/@marydates_/video/7248034549815414059



Instagram:



datinginrexburg Stop using all your energy hating and trying to change yourself. Leaning into who you truly are brings so much more happiness. [#selflove](#) [#datingyourself](#)

June 24 · Duration 0:06



439



34



2



0



1

<https://www.instagram.com/p/Ct5pgd-Nte0/>

TikTok:

It takes so much less energy to just accept who you are and love it. Its worth it. [#selflove](#) [#datingyourself](#)

🎵 Keep The Rain - Searows

Data since post time: Jun 24, 2023 10:52 PM



791



37



0



0



0

https://www.tiktok.com/@marydates_/video/7248482021767515435



Instagram:

This post is repurposed from my viral TikTok. I took the text from the slides and put them into the caption.



datinginrexburg Hi! I'm Mary, and I've never had a boyfriend. I don't say this for pity or anything like that, I say it because I want you to understand why I have this account. I want to show you that it's okay.

I was a bridesmaid three times last year. Which I loved!! But it's not the easiest thing to watch all of your friends find people while you stand alone. Not having success is discouraging. And lonely. And sad.

But I have found JOY in dating myself. Life isn't all about romantic relationships. There is so much more.

BUT dating can be so fun and it's fun to talk and joke about. So this account is for all of it. The jokes, the dates I go on, my advice for you, and learning to love and date yourself. Enjoy.

May 20 at 1:06 PM



62



4



1



1


<https://www.instagram.com/p/Csek4DPgBP6/>

DATING TALK








Instagram:

Many of the longer talking videos I posted just on Instagram, since the people that like them the most are my friends, not other social media users.

 **datinginrexburg** My friend Sydnee and I discuss our icks. What are your icks??

[#dating](#) [#icks](#) [#datingproblems](#)


May 4 · Duration 6:26

 312  23  9  3  3






<https://www.instagram.com/p/Cr1UEvwgfsV/>



Instagram:

 **datinginrexburg** I will not mother a grown man! #redflags
#datingproblems


May 15 · Duration 5:19

 333  15  0  1  1

<https://www.instagram.com/p/CsSCtheGxTi/>








Instagram:

 **datinginrexburg** BEING CONFIDENT WITH DATING:
♥ be yourself. PLEASE don't try to be someone else
♥ do you even like them? don't worry if they like you
♥ it's all about COMPATIBILITY not your worth

I love you!!! #datingadvice #firstdate #dating #datingconfidence

June 12 · Duration 1:30






				
407	27	3	0	2

<https://www.instagram.com/p/CtaLEzigiUA/>

TikTok:

confidence in dating
🎵 Sweet Sunset - Tollan Kim & dulai

Data since post time: Jun 13, 2023 11:54 AM

				
3,868	78	8	0	1

https://www.tiktok.com/@marydates_/video/7244230492445314350

SAVEABLE ADVICE


DATE IDEAS

affordable and fun

TRY THESE IDEAS:

- Make cookies blindfolded
- Press flowers
- Visit the Human Animal Shelter
- Chalk art
- Teach each other a skill
- Farmers market
- Explore the city by following a color
- Follow a TikTok recipe

Instagram:

 **datinginrexburg** I tried to think of original ones. You're welcome and enjoy.

#dateideas #affordabledates #cheapdates

May 8 at 11:10 AM

26 2 0 3

https://www.instagram.com/p/Cr_eE7sAbLv/?img_index=1

TikTok:

with a partner or by yourself! #dateideas #cheapdateideas

original sound - Lydia Campanelli

Data since post time: May 15, 2023 11:36 PM

14K 340 7 26 114

https://www.tiktok.com/@marydates_/video/7233649892705471786

how to
**MEET NEW
PEOPLE**

...

YOUR HOMEWORK:

MEET SOMEONE NEW! Host a party and ask people to bring their friends. Network! A simple game night or movie night will do the trick! Plan it a week ahead so you have plenty of time to get the word out. YOU'VE GOT THIS!

...

- Country dancing
- Library
- Hosting parties
- Clubs
- Social media
- Blind dates
- Community gatherings
- Church
- Classes

what else?

...

Instagram:



datinginrexburg YOU'VE GOT HOMEWORK!! Host a party and invite everyone you know, and tell them to invite everyone THEY know. I guarantee you will meet at least one new person! GOOD LUCK 🍀
[#meetingnewpeople](#) [#datingadvice](#)

Any other ideas on how to meet people! Comment below!

May 23 at 8:08 PM



39



0



0



1

https://www.instagram.com/p/CsnDm1XgsTR/?img_index=1

FIRST DATE

conversation prompts

- What is a weird fact you recently learned?
- What does your dream day look like?
- Rate your top 5 movies and why
- Tell me about your best friend
- What was your dream job as a kid and if that has changed, why?
- What is something you did as a kid that you wish you still did?
- What is the nicest thing anyone has ever done for you?
- If you had to start a podcast, what would it be about?

- What is your favorite childhood memory?
- If you could live a completely different life, what would it be?
- If money wasn't an issue, what would your dream life look like?
- What is one thing you would change about the world?
- What's a skill you have always wanted to learn but haven't yet?
- What is your biggest accomplishment?
- What's one movie you think everyone should watch and why?

Instagram:



datinginrexburg If you try these you will probably get married on the second date you're welcome #firstdate #dateideas #conversationstarters

May 30 at 12:17 PM



26



3



0



4

https://www.instagram.com/p/Cs4PTGbAZWh/?img_index=1

TikTok:

have fun and remember its more important to worry about if you like them than if they like you! #firstdates #selflove

🎵 Loving Machine - TV Girl

Data since post time: Jun 1, 2023 10:49 PM



17K



1,086



5



18



674

https://www.tiktok.com/@marydates_/video/7239946354859068714



Instagram:



datinginrexburg Dating standards/rules I've set for myself to help me date intentionally, safely, and healthily:

- ✦ no kissing until at LEAST the third date
- ✦ no communicating through Snapchat
- ✦ if he asks, he plans
- ✦ let my friends know where we are going and what the plan is
- ✦ no movie on the first date

Setting boundaries and communicating expectations at the beginning creates better, stronger relationships! What rules do you have? [#dating](#) [#datingrules](#) [#healthyrelationships](#)

June 6 at 5:21 PM



33



1



2



0

<https://www.instagram.com/p/CtKzoRbgHV4/>

FUN

my favorite
ROMANCES

from rom-coms to dramas
(but yeah mostly rom-coms)



Instagram:



datinginrexburg I want to live inside these movies

#romcoms #datingyourself

May 22 at 8:24 AM

41 13 0 4

https://www.instagram.com/p/CsjOPogAMmx/?img_index=1

TikTok:

NOTHING will top Pride and Prejudice (2005) but pls give me recommendations #romcoms

🎵 Marianelli: Dawn - From "Pride & Prejudice" Soundtrack - Jean-Yves...

Data since post time: Jun 20, 2023 12:19 AM

1,389 85 11 3 32

https://www.tiktok.com/@marydates_/video/7246648828793752874



Instagram:



datinginrexburg Sydnee and I play: what's that love song?
And we killed it
[#dating](#) [#datingadvice](#)

June 17 · Duration 10:36



267



20



0



0



4

<https://www.instagram.com/p/Ctmtkr1g1rO/>

let's play
**WEDDING
PLANNER**
because why not



PICK YOUR FLOWERS



PICK YOUR GETAWAY



PICK YOUR VENUE



PICK YOUR DESSERT

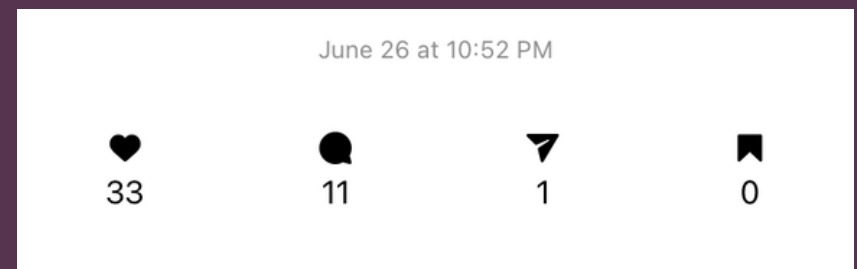


PICK YOUR DECOR



Instagram:

This was a favorite of mine to make! I wish I had come up with this idea sooner, so I could have posted more things like this. Many people loved it and engaged with it!



https://www.instagram.com/p/Ct-5VMYgXvM/?img_index=1


DATING YOURSELF HOMEWORK

Dating Yourself Homework






- Go on a walk listening to a podcast
 - What We Said
 - Bad Broadcast
- Everything shower with a candle
- Get a new book



Instagram:

 **datinginrexburg** Giving you homework is my thing now. Have fun dating yourself this week!!
[#datingyourself](#) [#selflove](#)

May 25 · Duration 0:53






 411  34  0  0  4

https://www.instagram.com/p/CssJO-hAl_n/

TikTok:

[#greenscreen](#) your dating yourself homework for the week 🤔
lmk how it goes!! [#datingyourself](#) [#selflove](#)
🎵 bags at electric lady studios - cottrill

Data since post time: May 24, 2023 1:53 PM

 9,003  385  16  1  53

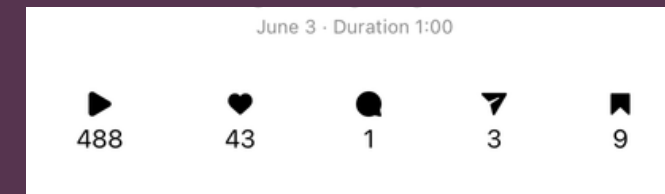
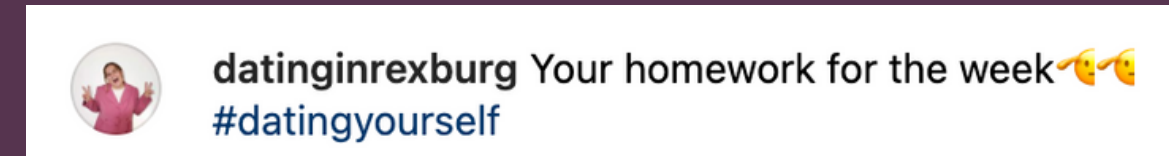
https://www.tiktok.com/@marydates_/video/7236839399454068014

Dating Yourself Homework

- Self care activity
 - Shave face
 - Paint nails
 - Trim hair
 - Pluck eyebrow
 - Hair mask
- Try a new drink
- Spend one hour by/skill/passion

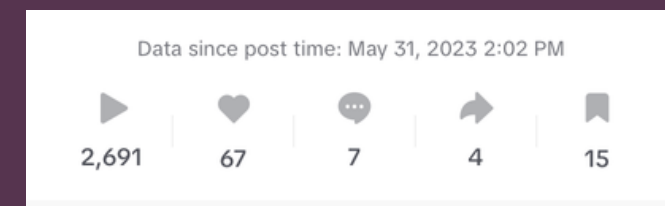
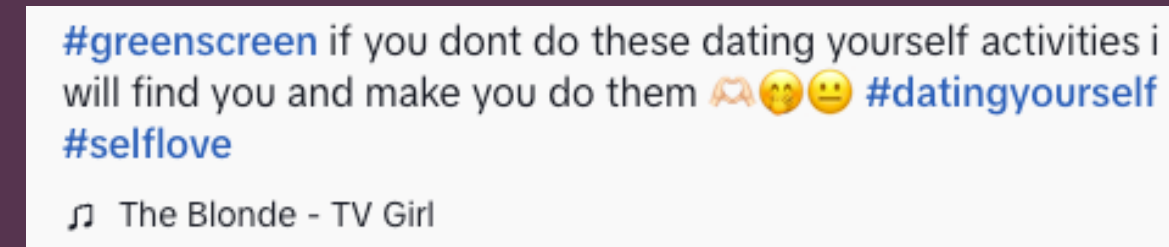


Instagram:



<https://www.instagram.com/p/CtCsxBuAmx1/>

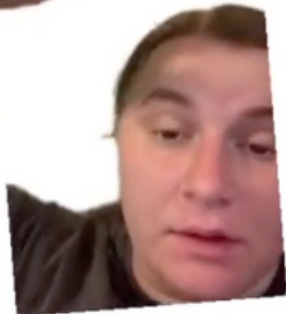
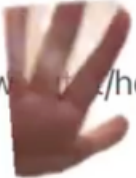
TikTok:



https://www.tiktok.com/@marydates_/video/7239439499992845614

Dating Yourself Homework

- Take a fat nap
 - White noise
 - Put on some nice lotion
- Write down your three favorite qualities about yourself, put them where you can see
- Try a new [unclear]/hairstyle



Instagram:



datinginrexburg Taking a needed rest this week. Remember to listen to your body! [#datingyourself](#) [#selflove](#)

June 8 · Duration 0:48



303



28



2



1



0

<https://www.instagram.com/p/CtQlxxqAn5z/>

TikTok:

[#greenscreen](#) I will be sleeping for the next foreseeable future [#datingyourself](#)

🎵 Easy Lovers - Piero Piccioni

Data since post time: Jun 8, 2023 7:59 PM



4,838



112



0

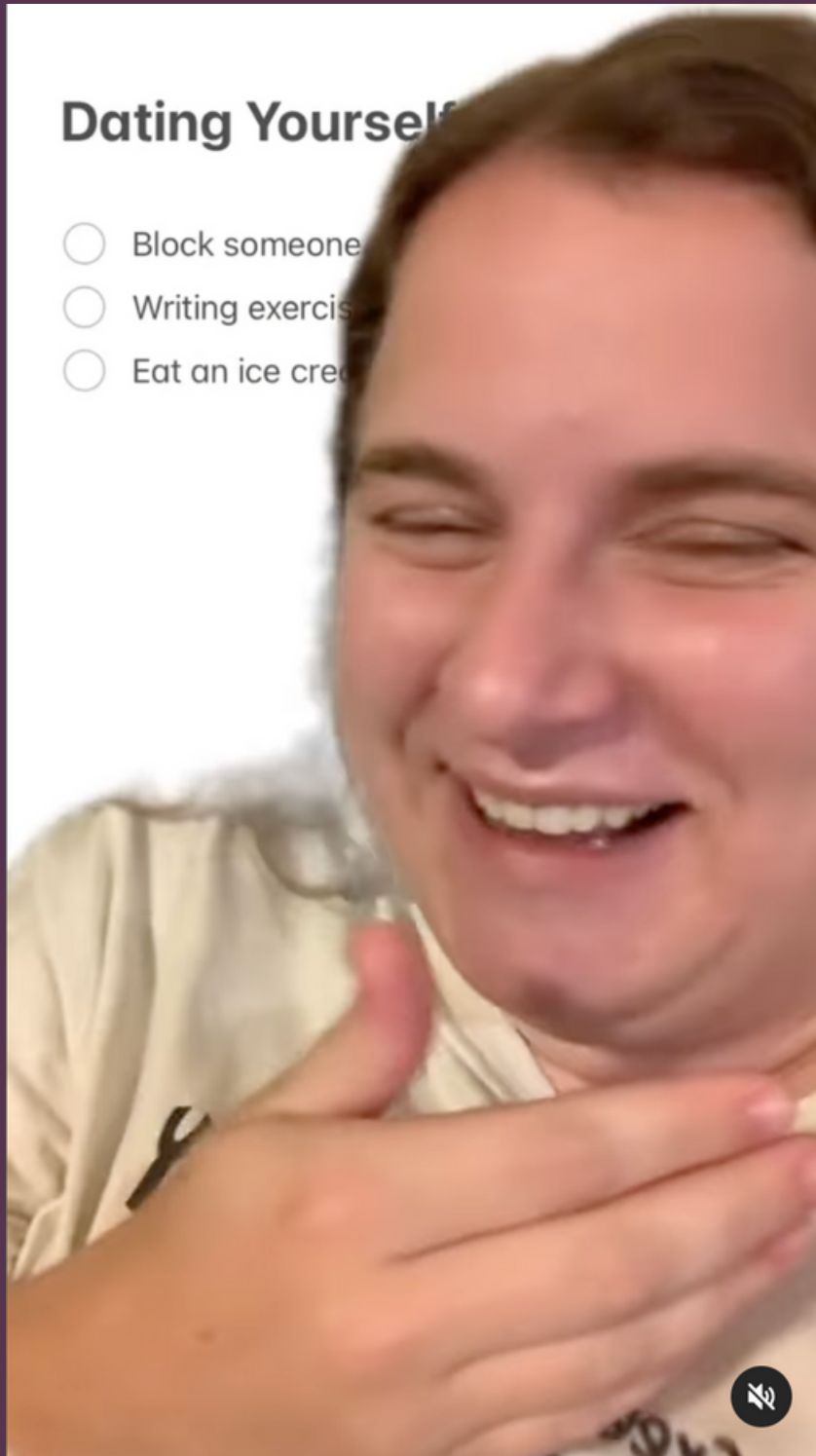


1




12






https://www.tiktok.com/@marydates_/video/7242500010321988906



Instagram:

 **datinginrexburg** Best video yet #datingyourself
3w

June 15 · Duration 0:53






 471  29  2  1  0

<https://www.instagram.com/p/CtiTOC0gFci/>

TikTok:

#greenscreen this is the best video I've ever made
#datingyourself
🎵 original sound - Mary

Data since post time: Jun 15, 2023 9:11 PM

 2,442  45  3  6  7

https://www.tiktok.com/@marydates_/video/7245116248965549354

Dating Yourself Homework

- Sit in the sun
 - Picnic
 - Lake
 - Nap
- Try something new
 - Food
 - Hairstyle
 - Music
- Show



Instagram:



datinginrexburg DATING YOURSELF HOMEWORK!! Go have some fun in the sun!! #datingyourself #selflove

June 28 · Duration 0:54

305 27 1 1 1

https://www.instagram.com/p/CuDUIiN2goQ_/

TikTok:

#greenscreen hot girl summer? self love summer 🥰💅🌴☀️👙
#datingyourself #selflove #mentalhealth

🎵 original sound - Mary

Data since post time: Jun 28, 2023 2:09 PM

930 38 7 0 7

https://www.tiktok.com/@marydates_/video/7249831551792336170

July 6, 2023 at 7:03 PM

Dating Yourself Homework

- Dress up
- Sit in silence
- Do a personality test



Instagram:

 **datinginrexburg** Go out and love yourself friends. That's the best thing you can do! [#datingyourself](#) [#selflove](#)


July 6 · Duration 0:54

 372  46  0  0  0






<https://www.instagram.com/p/CuYJLKrgKsQ/>

TikTok:

[#greenscreen](#) GO OUT AND LOVE YOURSELF MY FRIENDS
[#datingyourself](#) [#selflove](#)

 original sound - Mary

Data since post time: Jul 6, 2023 7:08 PM


 795  52  0  0  5

https://www.tiktok.com/@marydates_/video/7252877217439534379






PERSONAL DATES



Instagram:

 **datinginrexburg** Spending time with myself is so important to me!
#datingyourself #selflove


June 3 · Duration 0:15

				
754	75	4	0	2






<https://www.instagram.com/p/CtDYvaor3nY/>

TikTok:

Thrifting is my therapy #datingyourself #selflove
#spendingtimealone

 original sound - argyfargo

Data since post time: Jun 3, 2023 8:25 PM

				
3,320	91	4	0	0

https://www.tiktok.com/@marydates_/video/7240651294203989290



Instagram:

I ended up creating less content about personal dates, and more about dating yourself. People liked hearing advice on how to date themselves more than just seeing me do it.



datinginrexburg This weeks date was a personal date, and it left my cup full!! (get it, there is a cup that is full in the picture) I went to the farmers market, expecting to get lots of content and spend plenty of time there. However, after I got my lemonade (7/10) and walked around for like 5 minutes, I decided to leave. Right near the fairgrounds is a rehab/retirement home I used to work at. I decided to visit some old friends. I wasn't able to include any footage for content, but I SO enjoyed seeing the residents. I am so happy I decided to spend some time with them. They are so special to me. Anyways, a solid 9/10 time 🍷

#datingyourself #selflove

May 12 at 7:02 PM



35



0



0



0

<https://www.instagram.com/p/CsKnU-JA5VP/>

ANNOUNCEMENTS

hi!



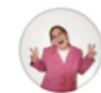
I'm back.

NEW GOALS

This time around, we are going to do things a little different. Every other week I will go on a date and review it, and the other weeks I will be going on a date with myself. I want to show you how you can date yourself and enjoy it. I want us to learn how to take control of our dating lives, and to keep dating fun and humorous.

Let's have some fun!

Instagram:



datinginrexburg WE ARE BACK! It's time for Dating in Rexburg 2.0. I can't wait to show you guys my dating journey, and how to date yourself. Have something specific you want to see? Let me know! 🎮🥳🎉 #datingjourney #datingyourself

April 26 at 10:52 AM



53



5

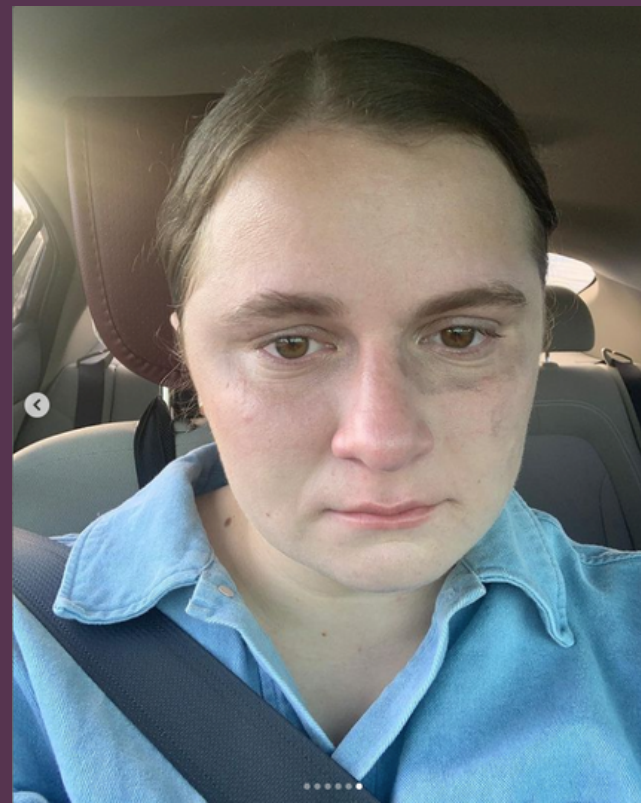
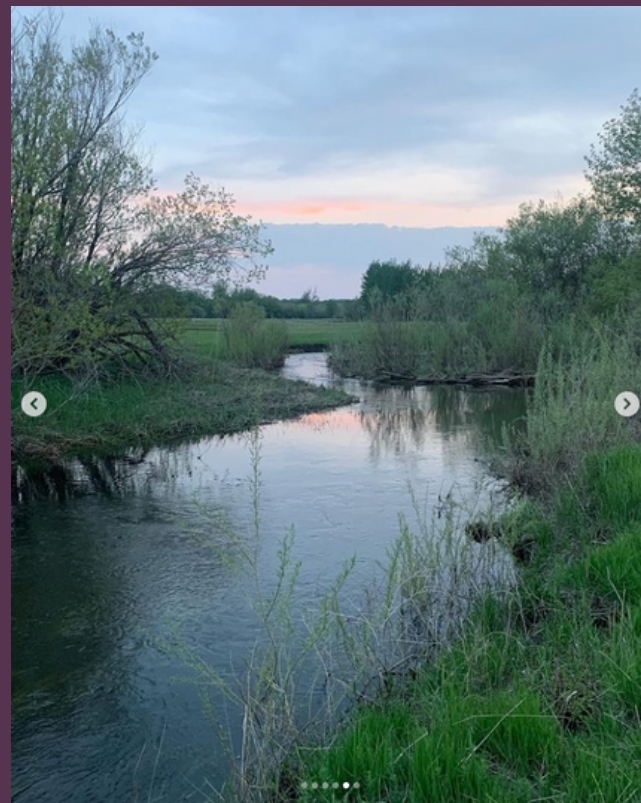
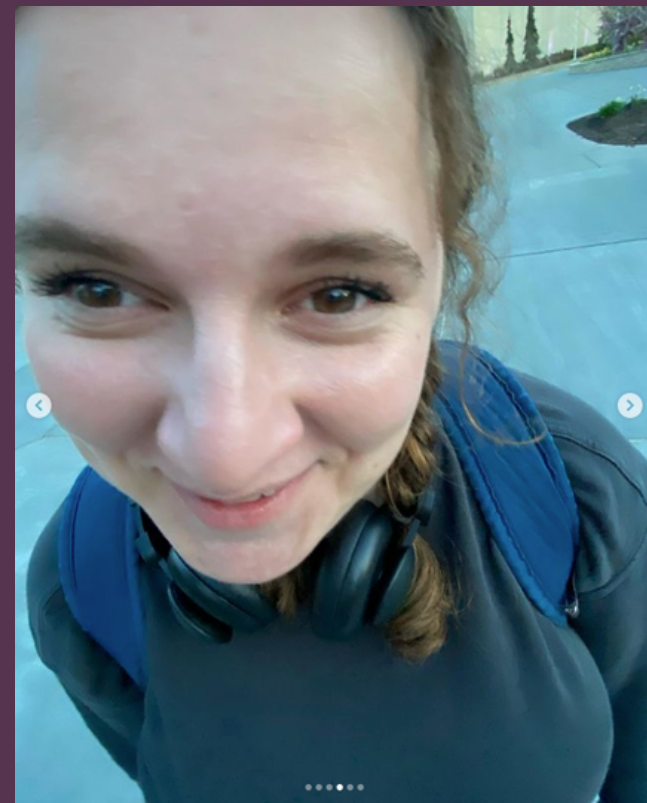


3




2

https://www.instagram.com/p/CrgicAvpdgL/?img_index=1



Instagram:

 **datinginrexburg** THE END:

So. Here we are, the end of the semester, and I'm moving out of Rexburg. And moving on to the next phase! Which means... it's time for Dating in Rexburg to come to an end. Here's what I've learned from this journey:

- 🚫 I am the best relationship I'll ever have
- 🚫 It's better to love myself and be alone, then change myself for someone else
- 🚫 It's about compatibility, not your worth
- 🚫 Dating can suck, but it can also be fun!
- 🚫 I am loved by so many

Thank you THANK YOU for supporting me and engaging and cheering me on. I will still post sometimes on my TikTok account, [@marydates_](#), and feel free to stay in touch with me on my personal socials. Comment down below your favorite part of this account from the last two years! I LOVE YOU 🥰👉👈🥰

5d

July 11 at 5:54 PM

74 16 0 0

https://instagram.com/p/Cuk_Lkeguy7/?img_index=6

CONTENT APPENDIX

TikTok Specific

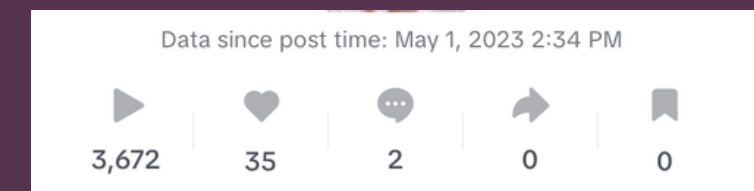
HUMOR

My original strategy for TikTok was just posting humorous videos about dating that went along with trending sounds. However, when I was first posting them, they weren't getting any attention. Once my account went viral, more people saw them and liked them, but as the analytics show, they are the least-performing videos. As time went on, I steered away from humor. The next few slides show the humor videos I made for TikTok.



pass! #byui #mutual #dating

🎵 original sound - user10946863438



https://www.tiktok.com/@marydates_/video/7228315189228178731



▶ 4246

Data since post time: May 2, 2023 8:23 PM

▶	♥	💬	➦	🔖
4,260	85	2	9	1

Its interesting okay [#datingproblems](#) [#firstdates](#)
 🎵 original sound - Famed Flames

https://www.tiktok.com/@marydates_/video/7228776136543718698



▶ 4605

Data since post time: May 3, 2023 9:31 PM

▶	♥	💬	➦	🔖
4,614	116	7	7	1

Its hard work, but its good work [#dating](#) [#datingapps](#)
 🎵 meaty get on your zoom - Real Queenzielocthevoice

https://www.tiktok.com/@marydates_/video/7229164641883082026



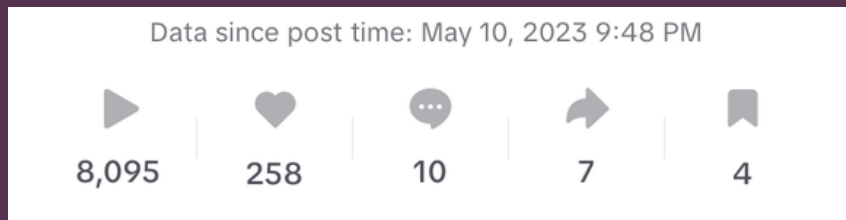
▶ 5655

Data since post time: May 4, 2023 1:26 PM

▶	♥	💬	➦	🔖
5,667	128	5	14	3

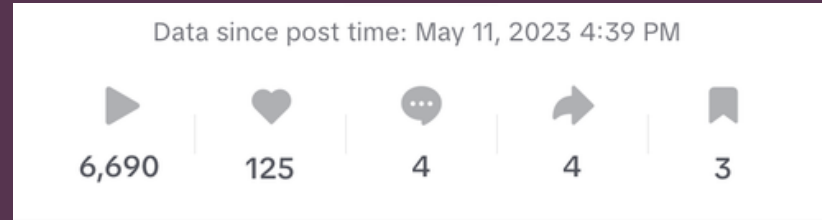
Scary!
 🎵 original sound - Identityparty

https://www.tiktok.com/@marydates_/video/7229410772948946218



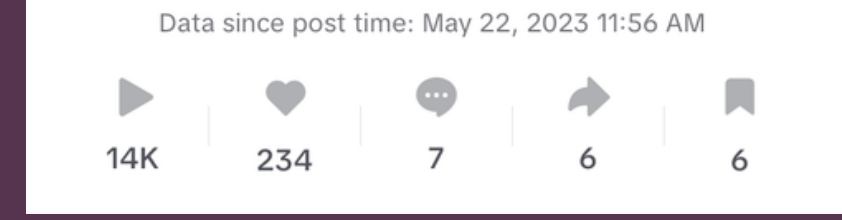
This took me too many times to record [#datingproblems](#)
 🎵 original sound - Little fox

https://www.tiktok.com/@marydates_/video/7231766803528125742



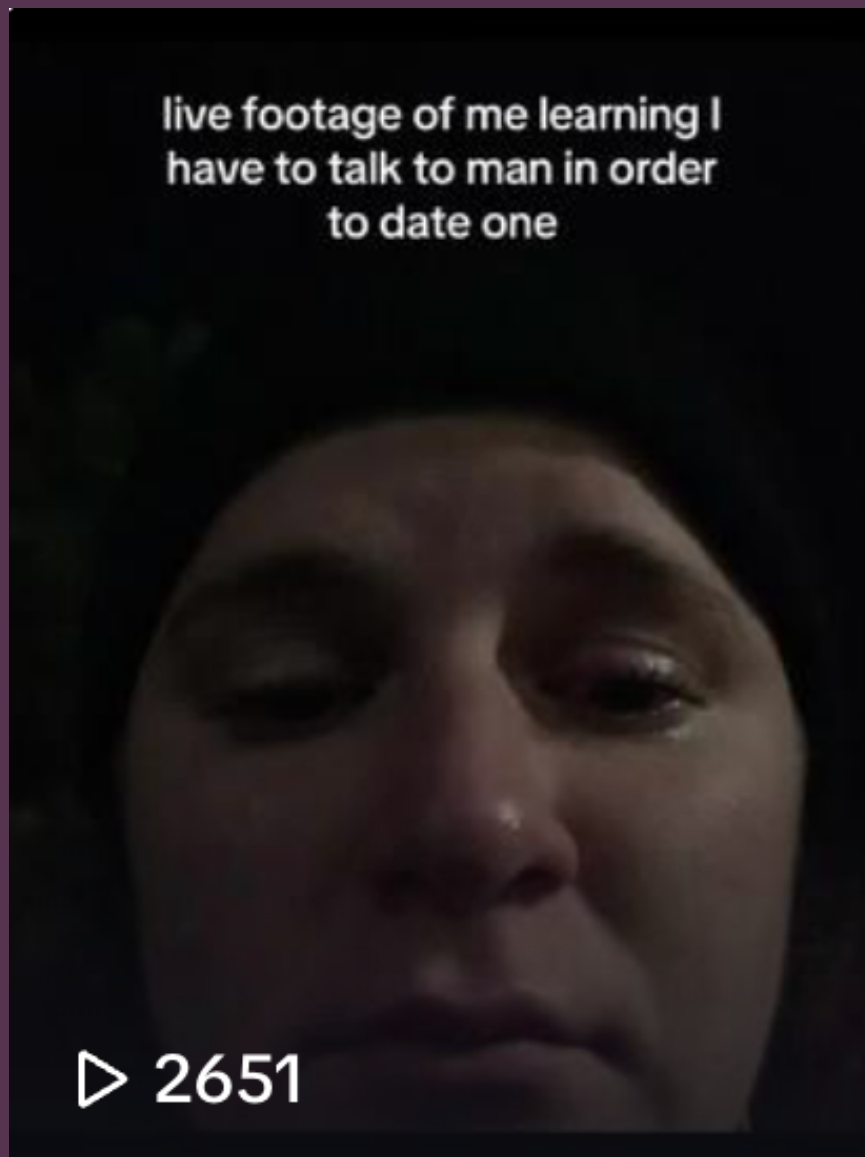
Red flag
 🎵 UH OHHH - Killa

https://www.tiktok.com/@marydates_/video/7232058119709363499



[#CapCut](#) PASS!! [#redflags](#)
 🎵 original sound - Mary

https://www.tiktok.com/@marydates_/video/7236067208043007278



Data since post time: May 25, 2023 11:36 AM

2,661	120	4	4	2

💔💔💔💔💔💔

🎵 som original - isa ☆

https://www.tiktok.com/@marydates_/video/7237175293918612782



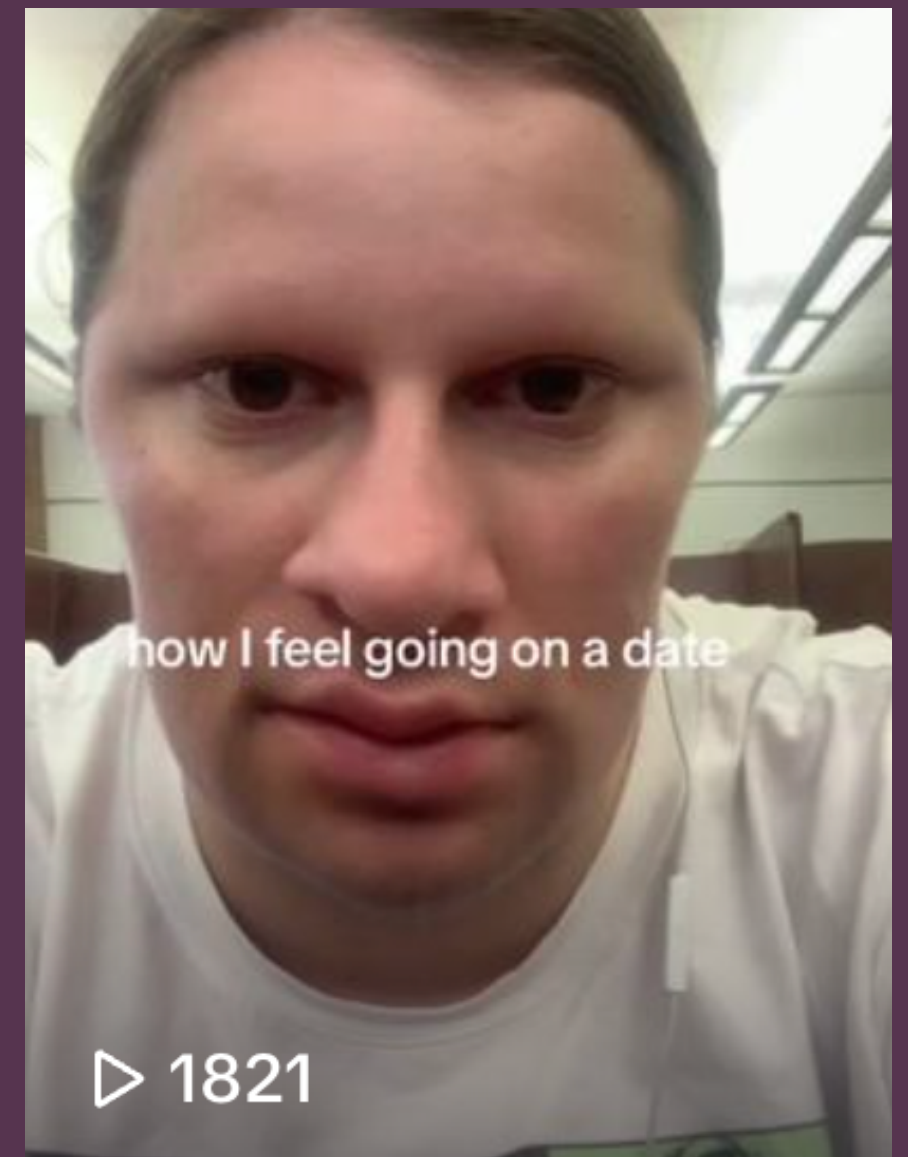
Data since post time: Jun 6, 2023 3:51 PM

3,537	89	4	4	1

Im very picky

🎵 original sound - jacks #1 editor!!

https://www.tiktok.com/@marydates_/video/7241694078222470443



Data since post time: Jun 17, 2023 3:28 PM

1,849	36	4	0	1

Its all in your head babes #datingadvice

🎵 eyes without a face - 🌞

https://www.tiktok.com/@marydates_/video/7245769912352886059

DATING YOURSELF

This content was my favorite to make, as well as my best performing. This is because it is refreshing for people to hear, and helps improve their lives. It was also rewarding for me to create this content and hear from people that my content is helping them.



Data since post time: Jun 12, 2023 4:15 PM

7,182	523	4	1	27
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This sound captures it perfectly [#datingyourself](#) [#datingadvice](#)

🎵 Originalton - @Tu

https://www.tiktok.com/@marydattes_/video/7243926780338277674



▶ 18.5K

Data since post time: May 22, 2023 3:38 PM

▶	♥	💬	➦	🔖
18K	770	6	4	24

Replying to @katie 🐱 seeing everyone relate and supporting each other has been so heartwarming. This is exactly what I wanted when I started this. Love is all around!!! #datingyourself #selflove

🎵 original sound - dominic

https://www.tiktok.com/@marydates_/video/7236124266620833070



▶ 2756

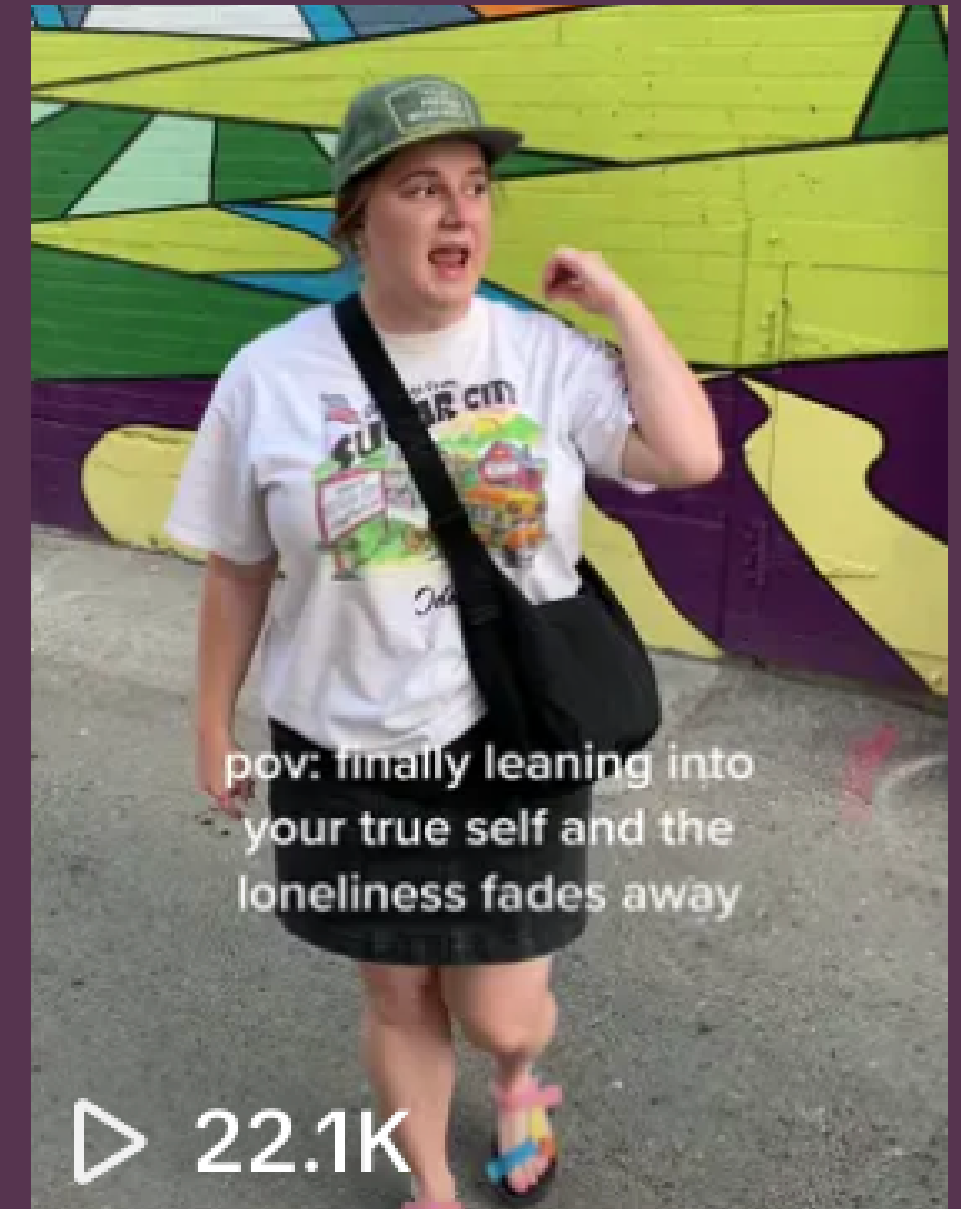
Data since post time: May 30, 2023 3:29 PM

▶	♥	💬	➦	🔖
2,767	134	8	0	2

prioritize yourself! #selflove #datingyourself

🎵 little miss sunshine - Edward Nashton <?>

https://www.tiktok.com/@marydates_/video/7239090769670212906



▶ 22.1K

Data since post time: May 21, 2023 1:20 AM

▶	♥	💬	➦	🔖
22K	437	8	2	14

You are you for a reason! #datingyourself

🎵 Silver Soul - Beach House

https://www.tiktok.com/@marydates_/video/7235532198588222763



Data since post time: Jun 26, 2023 2:15 PM

5,282	982	7	25	46

Even after taking time to date myself and find self love, it is still hard. There is always that fear that this is how it will always be. But acknowledging that fear is better than pushing it aside. I love you. #datingyourself #selflove
 ♪ sarah - chica

<https://www.tiktok.com/@marydates/video/7249090942106422571>

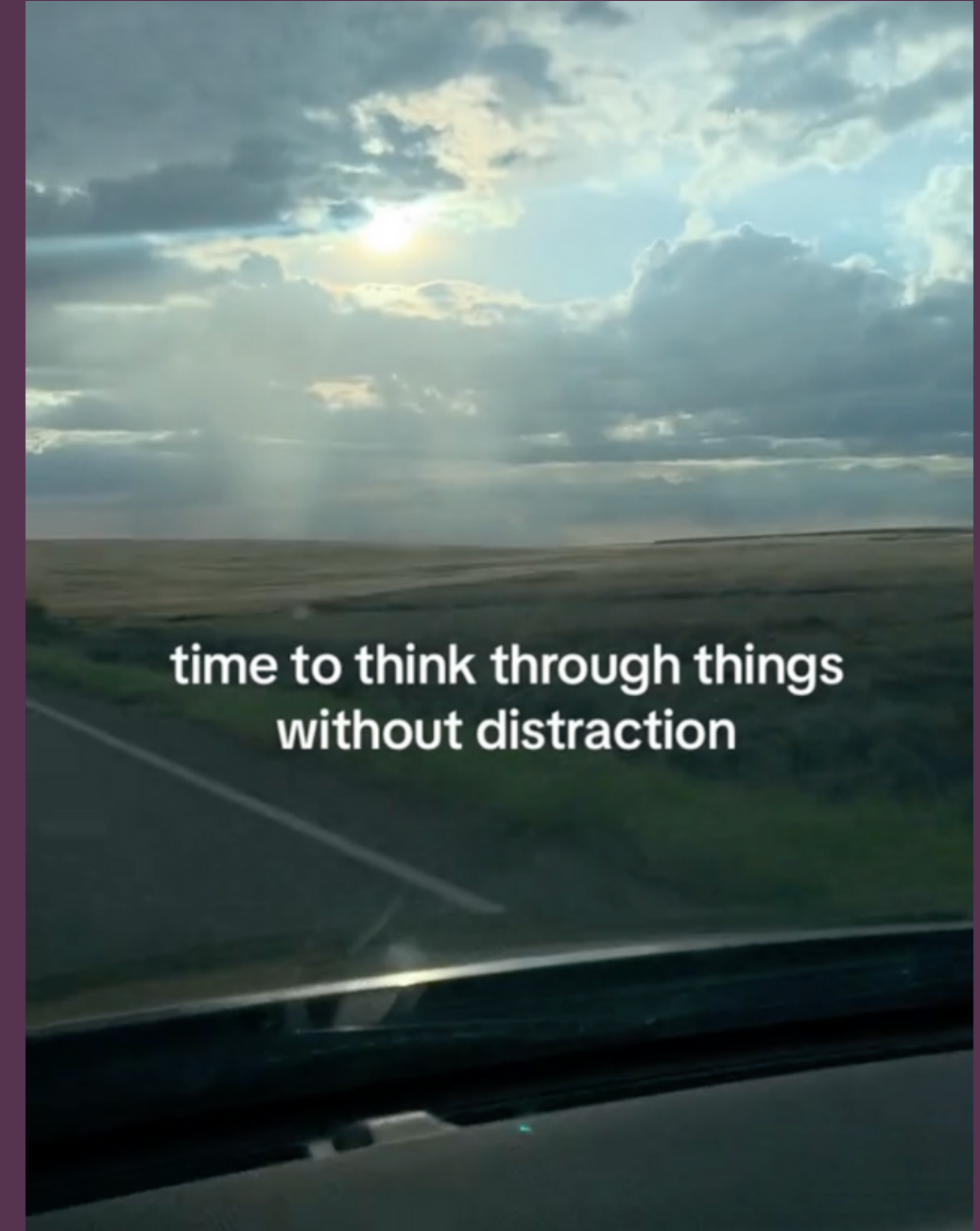


Data since post time: May 30, 2023 3:49 PM

5,170	415	5	0	21

The more time you spend with yourself, the more you get comfortable with who you are #selflove #datingyourself #alonetime
 ♪ roslyn -

<https://www.tiktok.com/@marydates/video/7239096015712832811>



Data since post time: May 27, 2023 11:29 AM

2,381	128	4	2	8

Traveling alone helps build independence, confidence, and self love! #selflove #datingyourself #travelingalone
 ♪ original sound - kissounds

<https://www.tiktok.com/@marydates/video/7237915679674993963>

Most Accounts Reached (Overall)

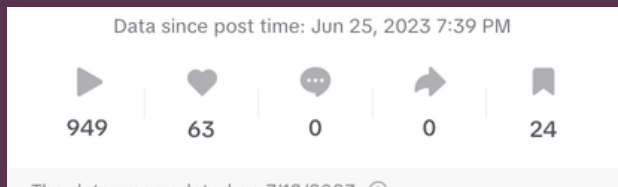
Most Accounts Engaged (Overall)

This is my viral TikTok! I talk about why it performed well on slide 26.



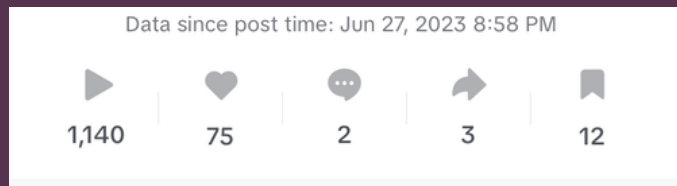
Your most important relationship is the one you have with yourself. [#datingyourself](#) [#selflove](#) [#hope](#)

https://www.tiktok.com/@marydates_/video/7245769912352886059



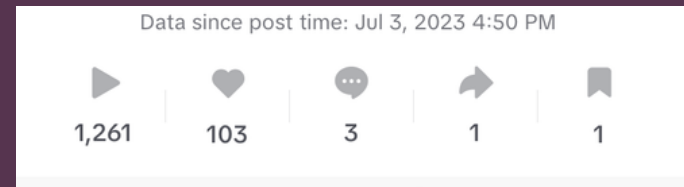
Some of these I do every day! [#datingyourself](#) [#selflove](#) [#journalprompts](#)
♪ Popular - Music from the HBO Original Series - The Weeknd &...

https://www.tiktok.com/@marydates_video/7248803337246608686



It can be hard cultivating self love for yourself, but it is worth it. I love you. 🧡🌟 [#selflove](#) [#datingyourself](#) [#mentalhealth](#)
♪ braincells - tomcbumpz

https://www.tiktok.com/@marydates_video/7249565824221072683



because you're allowed to like things about yourself, and should celebrate it 🧡🌈🌟 [#selflove](#) [#love](#) [#datingyourself](#)
♪ Summer loop 4 - will paquin

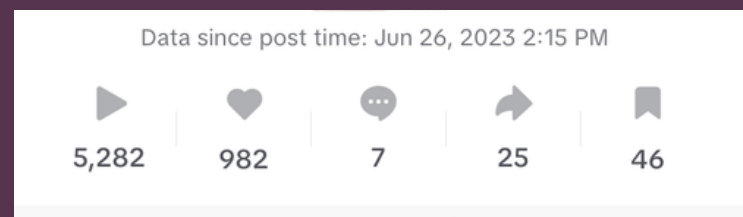
https://www.tiktok.com/@marydates_video/7251728499851939115



it is what it is (I get scared
that I will always be alone)

It is important for me to stay authentic with my social media, so sometimes I posted something that was more vulnerable. These always receive high engagement because people like authenticity.

Even after taking time to date myself and find self love, it is still hard. There is always that fear that this is how it will always be. But acknowledging that fear is better than pushing it aside. I love you. [#datingyourself](#) [#selflove](#)
📍 sarah - chica

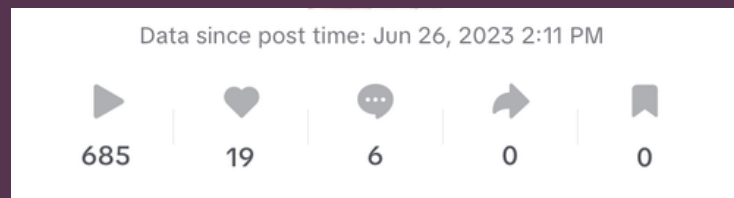


https://www.tiktok.com/@marydate_s_/video/7249090942106422571

EXPLANATIONS



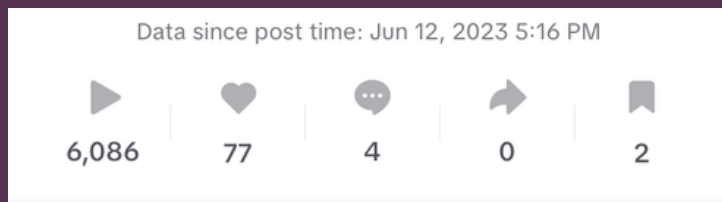
Replying to @garbuage rat things arent as scary if you just do them, instead of just thinking about it #flyingalone
🎵 original sound - Mary



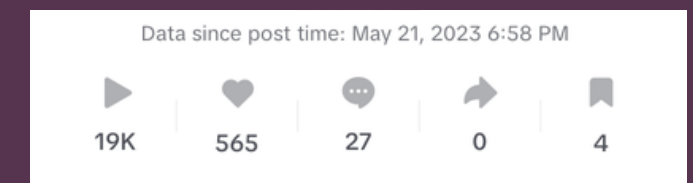
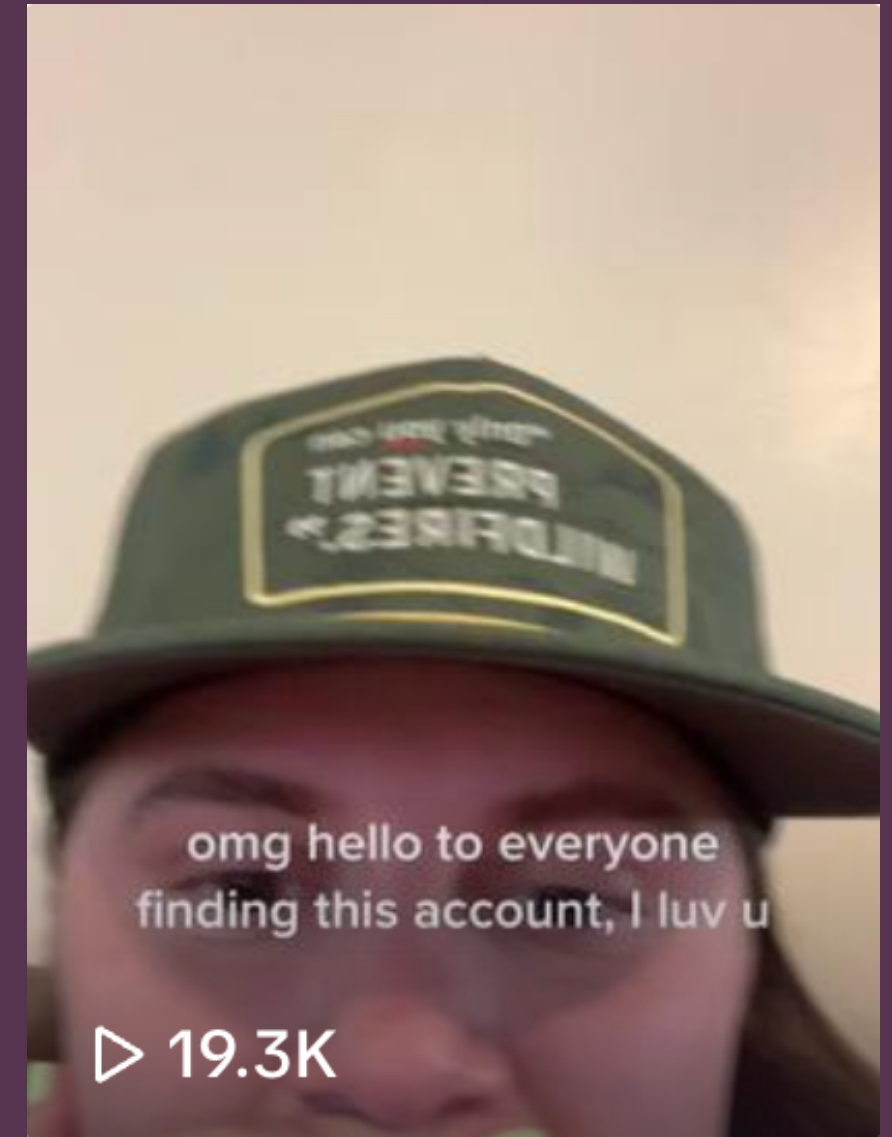
https://www.tiktok.com/@marydates_/video/7249089814216183082



Date reviews explained! 🤔👉👈
🎵 original sound - Mary



https://www.tiktok.com/@marydates_/video/7243942498681474350

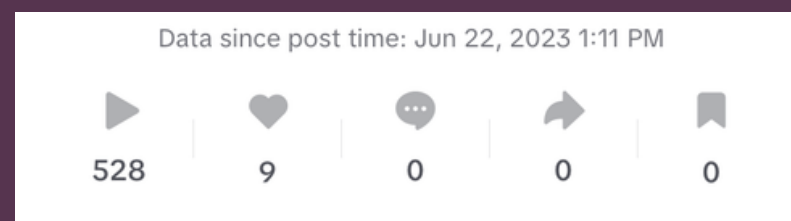


THIS IS EXCITING
🎵 fine line - -

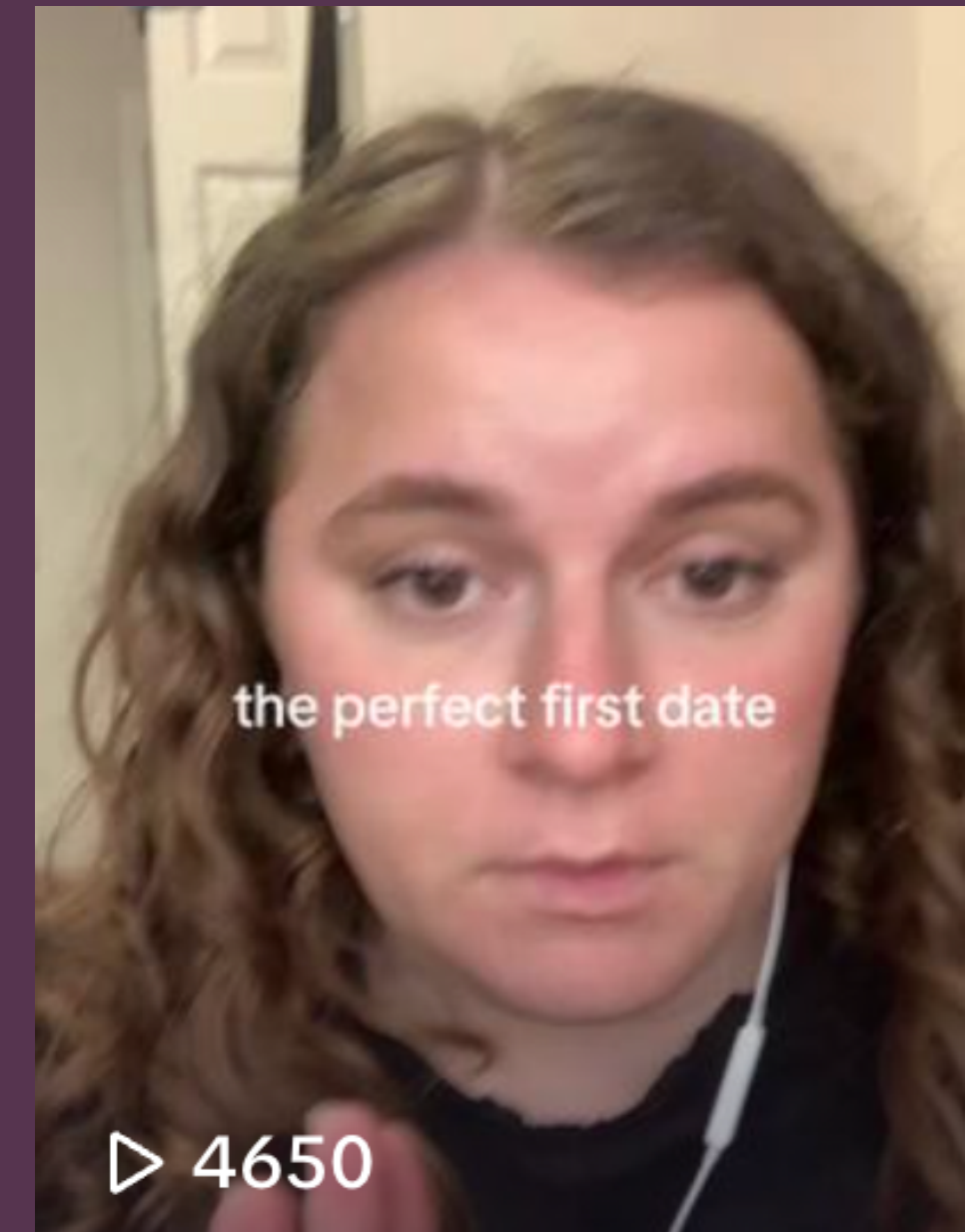
https://www.tiktok.com/@marydates_/video/723580481357175530
6



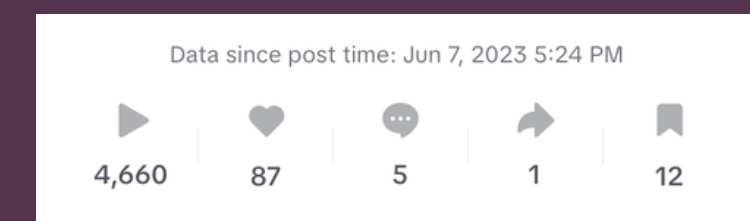
My body image affects my life every day, especially with dating. You are beautiful and worthy of love no matter your size. I love you. [#bodyimage](#) [#dating](#) [#datingyourself](#) [#bodydysphormia](#)
🎵 original sound - Mary



https://www.tiktok.com/@marydates_/video/7247362208949177642



Plus you're in a public place! [#firstdate](#) [#dateideas](#)
🎵 Glue Song (feat. Clairo) - beabadoobee & Clairo



https://www.tiktok.com/@marydates_/video/7242089187128642858

DATING TALK

THE END!

I am so proud of this project. I love social media and I love teaching people to love themselves! I hope to continue to positively affect people through digital and social media.

