

ORGANIC SOCIAL MEDIA

WHY ORGANIC SOCIAL MEDIA

- On Instagram, 75% of the users who get inspired by a post will either purchase a product or share the information with a friend. (G, 2021)
- 85% of brand followers on Facebook are likely to recommend the brands to others. (Syncapse)
- When referred via social media, 71% of consumers are more likely to make a purchase. (Get the Referral)
- Social media marketing is free!

ORGANIC SOCIAL MEDIA

THE BRAIN BALANCE SOCIAL ECOSYSTEM

HOME OFFICE CONTENT

- Tips for parents
- Reviews, testimonials
- Seasonal content
- Brain & development education
- Research
- How Brain Balance can help

Brand Awareness
Brand Engagement
Build Trust
Establish BB as a Parent Resource
Referrals

LOCAL CENTER CONTENT

- Show the program in action
- Testimonials, success stories
- Put a face to your center (build trust in your team)
- Community involvement

ORGANIC SOCIAL MEDIA

CENTER CONTENT PLAN

PROGRAM IN ACTION

- 1 -
- 2 -
- 3 -
- 4 -

COMMUNITY INVOLVEMENT

- 1 -
- 2 -
- 3 -
- 4 -

STUDENT SUCCESS STORIES

- 1 -
- 2 -
- 3 -
- 4 -

TEAM HIGHLIGHTS

- 1 -
- 2 -
- 3 -
- 4 -

GOALS

- Post _____ times/week
- _____ testimonials
- _____ program-in-action
- _____ student/staff photos
- _____ community posts

TEAM ASSIGNMENTS

Parent testimonials:

Program-in-action &
student/staff:

Community:

Collect images/video, write copy,
schedule content:

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST 2023

GOALS

- Post _____ times/week
- _____ testimonials
- _____ program-in-action
- _____ student/staff photos
- _____ community posts

TEAM ASSIGNMENTS

Parent testimonials:

Program-in-action &
student/staff:

Community:

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11	12	13	14	15	16	17
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25	26	27	28	29	30	

SEPTEMBER 2023

GOALS

- Post _____ times/week
- _____ testimonials
- _____ program-in-action
- _____ student/staff photos
- _____ community posts

TEAM ASSIGNMENTS

Parent testimonials:

Program-in-action &
student/staff:

Community:

Collect images/video, write copy,
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23	24	25	26	27	28	29
30	31					
OCTOBER 2023						