# SOCIAL PLATFORMS

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CURATED FOR: EDUCATED CHOLA
FOR LEEAF PROGRAM

POSTING STRATEGIES

While looking at Educated Chola, it is clear to see her growth on her business account on Instagram; similarly, Instagram has been a better platform for the target audience. With this, the format of using Instagram may be a bit challenging. So with this, breaking down the times is critical to growth and understanding hashtags surrounding mental health to encourage growth and discovery. While the business also has a TikTok, I wouldn't recommend it since the algorithm is hard to learn and has no clear answer on how it works or encourages growth among small businesses, so the primary focus for Educated Chola would be Instagram.

The best times to post on Instagram in EST (Aguiar, 2021). However, the business should post Monday, Wednesday, and Friday to have consistent content on their Instagram.
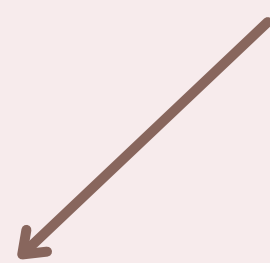
Monday: 6 am, 10 am, and 10 pm EST

Tuesday: 2 am, 4 am, and 9 am EST

Wednesday: 7 am, 8 am and 11 pm EST

Thursday: 9 am, 12 pm, and 7 pm EST

Friday: 5 am, 1 pm, and 3 pm EST

Saturday: 11 am, 7 pm, and 8 pm EST

Sunday: 7am, 8am, and 4pm EST

WHY INSTAGRAM?

An Instagram campaign is suitable for gaining more followers and catering to the target group since the client requested it. The target audience is prominently present on that platform. Instagram will allow us to focus on growing the brand since many millennial women are on the platform, with 15.7% of millennial women (Statista Research Department, 2021). Instagram also attracts buyers who gravitate towards transparency and gain repeating buyers (Grimshaw, 2020). With this being said, it is also shown that Instagram has a higher return on investments since it allows the brand to incorporate image feed ads to track and measure key performance indicators, engagement rate, and click-through rate (Ruiz, 2020). This advertising on Instagram also leads brands who use the explore feed to the best of their ability to have higher engagement rates, especially with the new categories to cause brands and creators to be specifically highlighted. With this data, Instagrams' algorithm calculates how likely someone interacts with a post to determine how posts are displayed and what content is presented on the explore page to gain a wider audience (Thomas, 2021). The explore page consists of similar what user engages with, and the content a user follows interacts with gives greater reach and exposure. This information is significant for Educated Chola because it allows the brand to create captivating content, create a call to action, tag the brand and people, and use the proper hashtags (Olsen, 2021). The giveaway route on Instagram causes more traffic

CONTENT GRID

This is a drafted, and unofficial content grid generated for Educated Chola further discussed on the campaign copy.

The purpose of this content grid is to generate ideas; the set days are not in the actuality of what can be posted, as Educated Chola can switch it up to meet the brands' needs.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Inspire	Educate	Build Trust	Question	Authenticity
WEEK 1	Discuss behind the scenes	Discuss a specific mental health topic	Be vulnerable with audience	Answer any customer questions	Build a community with audience
WEEK 2	Show blogging journey	Showcase creative process	Showcase highlights	Look into like minded brands	Reach out to audience for input
WEEK 3	Discuss the reality being a small business	Discuss in detail mission statement	Build scope of authenticity	Venture out to new content	Formulate authentic content plan

With this mock-up of the content grid being generated, here are the top hashtags that Educated Chola can use to grow further and help Educated Chola expand to a broader audience to be displayed on the explore page of Instagram with enough engagement.

Hastags to use:
#mentalhealth #mentalhealthawareness #selfcare #motivation
#mentalhealthmatters #health #mindfulness #wellness #life
#healing #loveyourself #inspiration #fitness #happiness #positivity
#positivevibes #therapy #ShiftYourMindset #mindset

INSTAGRAM CAMPAIGN COPY:

WEEK 1

Monday
Suggested content to post:
Behind the scenes post about running a small business or curating content within the small business.
Hastags to use to allow for growth:
#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

Wednesday
Suggested content to post:
Discuss a specific mental health topic and allow this to be a weekly thing to gain traction and allow people to absorb educational content and destigmatize mental health.
Hastags to use to allow for growth:
#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

Friday
Suggested content to post:
Post content that generates audience engagement, so this can be a new blog post asking about their mental health struggles. It can also be something simple as an Instagram post discussing building a community.
Hastags to use to allow for growth:
#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

WEEK 2

Monday

Suggested content to post:

Showcase or edit highlights presented among the already generated content, making it more concise.

Hashtags to use to allow for growth:

#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

Wednesday

Suggested content to post:

Highlight or look into like-minded brands to uplift and build a community amongst other small businesses.

Hastags to use to allow for growth:

#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

Friday

Suggested content to post:

Discuss LEEAF program to engage with cohort and allow for more traction with growth.

Hastags to use to allow for growth:

#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

WEEK 3

Monday

Suggested content to post:

Discuss the reality of being a small business; the highs and lows inspire or have transparency with the audience.

Hastags to use to allow for growth:

#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

Wednesday

Suggested content to post:

Establish a scope of transparency by a new post or blog post discussing mental health or highlighting new or existing resources to help the target audience expand to others.

Hastags to use to allow for growth:

#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

Friday

Suggested content to post:

Possible venture out to new content regarding the same topic of mental health and transparency.

Hastags to use to allow for growth:

#mentalhealth #mentalhealthawareness #selfcare #motivation #mentalhealthmatters #health #mindfulness #wellness #life #healing #loveyourself #inspiration #fitness #happiness #positivity #positivevibes #therapy #ShiftYourMindset #mindset

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