Social Media Rollout Plan

RC MAY TRAINING PROMOTION



Campaign Overview

OBJECTIVE:

Drive **course registrations and event conversions** while maintaining high engagement by educating educators and guiding them through a structured content journey.

CAMPAIGN

May Training Promotion

Brand: Responsive Classroom
Event Start Date: May 27, 2026

DURATION

May 4-May 27, 2026

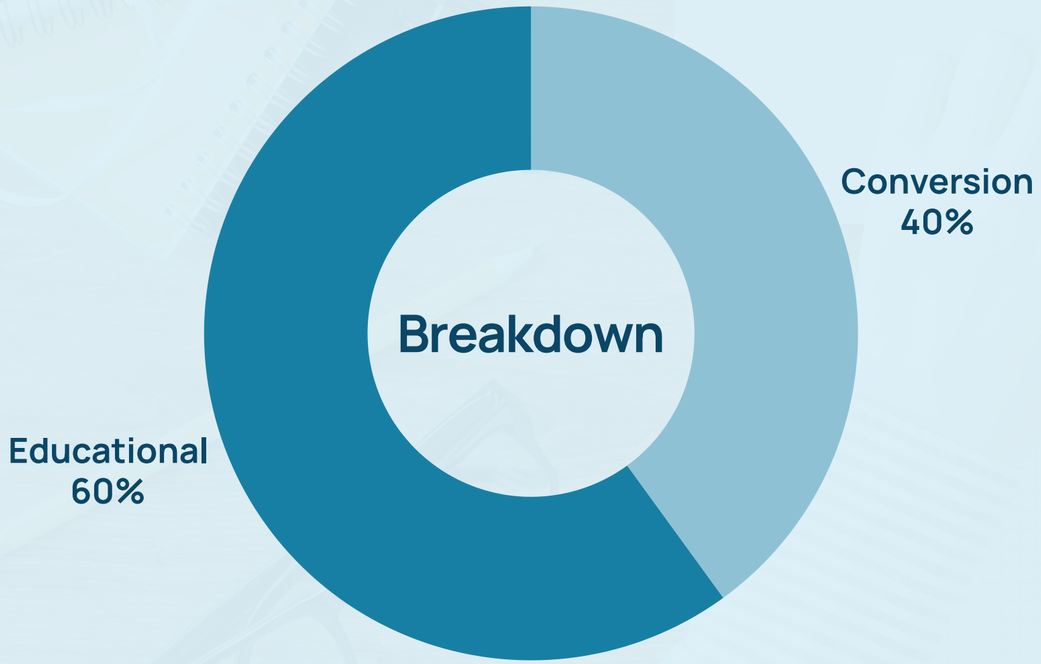
POSTING FREQUENCY

Twice Daily

Weekly Posts: 14
Total Posts: ≈56+

Content Strategy Framework

We will balance content to both **educate and convert:**



EDUCATIONAL

- Classroom strategies
- Behavior insights
- Engagement tips
- System-based thinking

CONVERSION

- Course promotion (May 27–29 training)
- Webinar/event CTAs
- Product/resources (books, frameworks)

Methods & Best Practices

CLEAR CALL-TO-ACTION STRATEGY

Every post will guide users toward a next step:

- Register for a course
- Sign up for training/webinars
- Explore offerings
- Save/share content
- Download resources

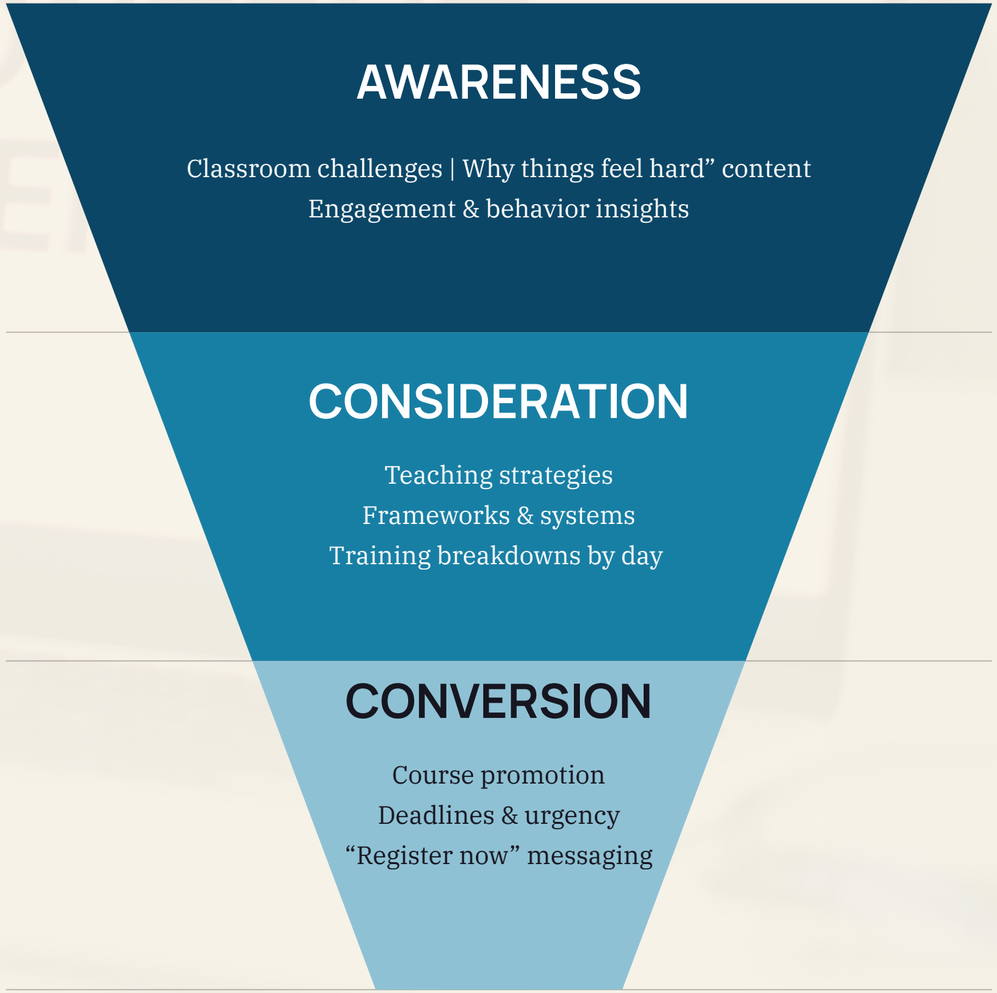
SOCIAL PROOF INTEGRATION (IF APPLICABLE)

We will build trust and credibility through:

- Educator testimonials
- Real classroom success stories
- Before/after transformation messaging
- Data-driven outcomes (where applicable)

CONTENT FUNNEL APPROACH

We will move audiences from awareness → decision:



Platform Specific Optimization

INSTAGRAM

- Engagement-focused (Reels, carousels)
- Awareness + soft conversions

FACEBOOK

- Community building + event promotion
- Strong CTA performance

LINKEDIN

- Decision-makers (school leaders, administrators)
- ROI-driven messaging + lead generation

Posting Structure

POST 1

Educational / Awareness / Engagement

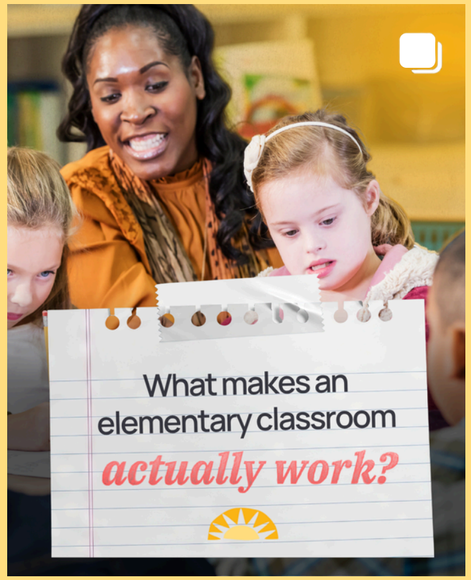
POST 2

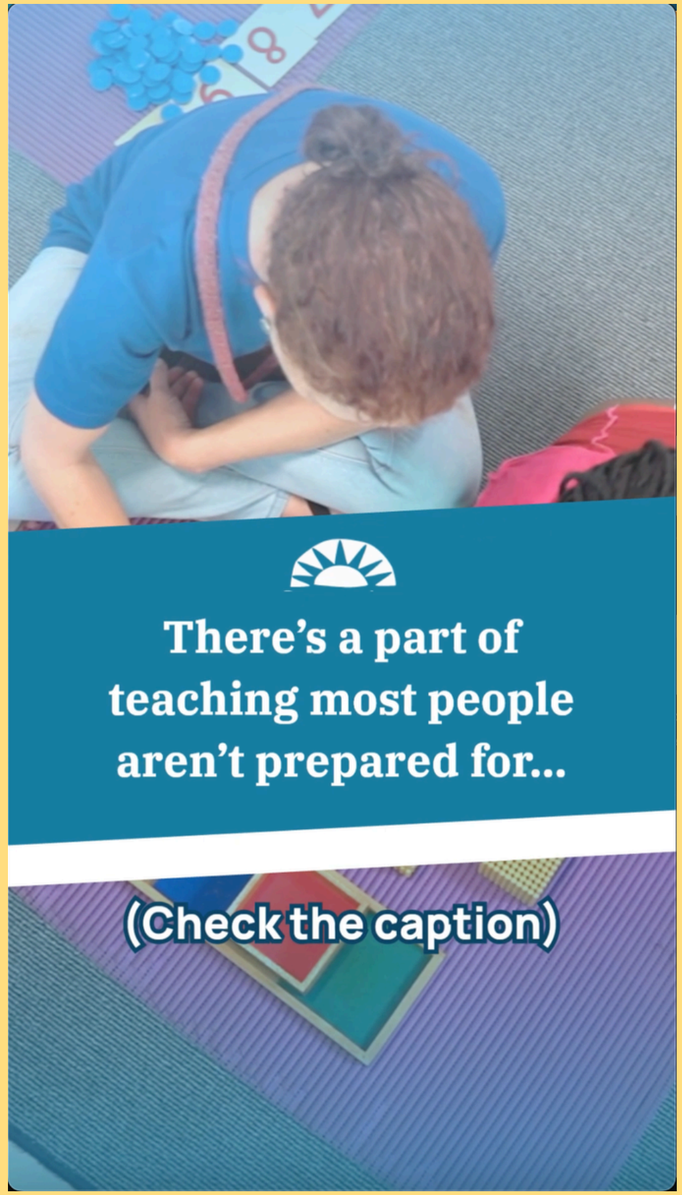
Conversion / Product / Event Promotion

CONTENT FORMATS

- Static posts
- Carousels
- Reels (high priority for reach)







Key Performance Indicators

We will track both **engagement and conversion metrics:**

ENGAGEMENT METRICS

- Reach & impressions
- Engagement rate (likes, comments, shares, saves)
- Video views (Reels performance)
- Follower growth

CONVERSION METRICS

- Link clicks
- Registration conversions
- Landing page traffic

FUNNEL HEALTH METRICS

- Save rate (indicator of value)
- Click-through rate (CTR)
- Drop-off between engagement → action

Community Management & Response Strategy

We will maintain a **responsive, supportive, and informative tone** aligned with educators.

01

Response Approach

- **Questions:** Provide clear, helpful answers + direct links
- **Interest signals:** Guide users to registration pages
- **Comments:** Encourage conversation and acknowledge experiences
- **Concerns:** Respond with empathy and clarity

02

Response Time Goal

Within 24 hours (same-day preferred)

03

Response Process

- We will use pre-populated responses for common questions to ensure:
  - Consistency
  - Faster response times
  - Aligned messaging
- For questions without pre-existing answers:
  - We will escalate to the CRS team for guidance
  - Approved responses will be added to our system for future use

04

Tone of Voice

- Supportive
- Educational
- Encouraging
- Non-salesy, but directional

Expected Outcomes

By combining **high-frequency posting + structured messaging**, this rollout is designed to:

- Maintain strong engagement (aligned with current performance)
- Increase click-through rates (closing the gap between interest and action)
- Drive higher event registrations
- Strengthen brand authority in educator training



Summary

This rollout plan ensures:

- Consistent daily visibility **(2 posts/day)**
- Strategic balance between education and conversion
- Clear user journey from awareness → registration
- Platform-optimized content delivery
- Measurable performance tied to business outcomes

