



HTA SOCIAL MEDIA & MARKETING TOOLKIT

This Toolkit is designed to help you more easily market HTA and your upcoming classes on social media. This document will provide some best practices and assets to help you do so. We are focusing on Facebook and Instagram and will continue evaluating other platforms as appropriate. Please reach out with any questions!

Best practices for posting/sharing on social media

Focus on quality over quantity - Prioritize quality content that provides value, educates people about HTA, and inspires them to engage with our community.

Craft compelling posts - Your posts should engage your audience, spark their interest in HTA, and inspire them to join our community!

Use hashtags wisely - Relevant hashtags expand post reach and connect you with users interested in similar topics. **Always include #HealingTouchForAnimals in your posts.** Avoid overusing hashtags, and make sure they are specific and relevant. **Never use more than five hashtags in a single post.**

- *Consider using the 3x3 hashtag strategy. It encourages you to focus on what your service is (#healingtouchforanimals), what problem it solves (i.e., #petwellness, #petbehavior), and why people should care (i.e., #healthypets, #energetichealingforpets, #petwellness, #thingstodoindenver)*

Encourage engagement - Prompt your friends/followers to like, comment, share, and tag others in your posts to increase engagement.

Respond promptly - Monitor comments and messages and reply to anything that requires a response (i.e., inquiries about a class, when a new class/level will be added, etc.).

Never tout HTA as curative or guarantee results - Facebook will penalize HTA for any such references and can suspend our page. Avoid phrasing such as, “Cure your aging dog’s arthritis pain with HTA” or “HTA is the answer to your pet’s behavior issues.” Instead, opt for phrasing such as, “Support your aging pet’s well-being with HTA techniques” or “Energetically support your pet’s health and happiness with HTA!”

When in doubt, reach out! We want to maintain authenticity and unity in how HTA communicates with its audience and how our HTA Coordinators communicate and share with their social followers. If you are unsure of the answer to a question or how to communicate something or anything you want to do on social media, please get in touch with the HTA Office.



HTA SOCIAL MEDIA & MARKETING TOOLKIT

MARKETING YOUR CLASS EVENT

Before your class

RSVP and share your class event on Facebook:

You will receive an invite from Carol Komitor whenever one of your classes is added to the main HTA Facebook page. Please RSVP and reshare the class post directly from the HTA Facebook page to your own Facebook page with your post copy (*i.e., Follow this link to join me and HTA in The Netherlands for HTA Level 2!*).

Share HTA event reshares on your page:

HTA reshares every class event five weeks prior (with the last chance for early bird pricing messaging) and two weeks prior (with the last chance to register to message). These messages coincide with the timing of the emails we send out to promote the classes. Please reshare these posts to your page with your own brief message (*i.e.: Don't miss the best prices on HTA Level 1 in Cincinnati! OR "Join me in Boston for HTA Level 1!" etc.*).

Encourage registrants to RSVP to the Facebook event and invite others

Once someone has registered for a course, remind them to RSVP to the Facebook event and nudge them to invite anyone interested in attending the class with them.

SAMPLE POSTS FOR INSPIRATION OR USE:

Option 1:

? Curious about Healing Touch for Animals®---? Join me in Minneapolis May 3-5, 2024, for Level 1! You'll learn HTA philosophies and how to apply energy therapy techniques for animals. Plus, you'll meet some wonderful people who love animals as much as you do!

👉 Follow the link below to save your spot. I hope to see you there!

#HealingTouchForAnimals #energyhealingforanimals #seniorpets #petbehavior #thingstodoiminneapolis

Option 2:

👊 Hey, Boston-area friends! The next Healing Touch for Animals® Level 1 course is April 12-14, 2024. Please join me for a wonderful weekend, learning about energy therapy for animals. 🐾

👉 Follow the link below to save up to \$80 off the course.

Questions? Leave me a comment or send me a private message, and I'd be happy to tell you more!

#HealingTouchForAnimals #energyhealingforanimals #petwellness #petbehavior #thingstodoinknoxville



HTA SOCIAL MEDIA & MARKETING TOOLKIT

During your class

Encourage student contributions - Motivate class participants to share experiences and photos on social media throughout the weekend!

- On Day 1, ensure they have liked and followed the main HTA Facebook page and have RSVPed to the event.
- Ask students to share photos on the class event page, tag HTA (and you!) in anything they post, and use the hashtag #HealingTouchForAnimals.

Take photos/videos - Every student signs a waiver so we can share their faces and testimonials. Please take photos and videos during your class! Connect with Tara so she can create a Dropbox folder for you to upload class photos so that we can share some of them on the main HTA Facebook page.

- *Photo tips: While we love seeing the animals, we want to see you and the students, too! Try to get photos of people's faces vs. the backs of heads, etc.*
- *Video tips: We encourage you to ask students to give on-site video testimonials during or after the event. When recording these, make sure you are in a place where background noise will not drown out the audio of anyone speaking, etc.*

Post if you can - We know you're VERY busy during classes. If you have an opportunity, try to post once or twice during the weekend.

SAMPLE POSTS FOR INSPIRATION OR USE:

Option 1 (share a pet photo):

Roxy is a sweet pup who is having a great time in San Antonio this weekend at our Healing Touch for Animals® Level 1 class! If you missed this one, check out the schedule of upcoming HTA courses in your area here:

https://www.healingtouchforanimals.com/AllCourses_a/276.htm

#HealingTouchForAnimals #energyhealingforanimals #pethealth #thingstodoinasanantonio

Option 2 (share a photo with students in it and tag them):

We're having a great time and making new friends in Cincinnati this weekend at our Healing Touch for Animals®

Level 1 class! 🙌 We'd love to see you in a class soon, too! check out the schedule of upcoming HTA courses in your area here: https://www.healingtouchforanimals.com/AllCourses_a/276.htm

#HealingTouchForAnimals #energyhealingforanimals #pethealth #thingstodoincincinnati




HTA SOCIAL MEDIA & MARKETING TOOLKIT


After your class

Help us keep the buzz going - We ask that you please **upload your photos and videos to Dropbox within 23-48 hours after your class ends.** This will allow HTA to create social posts to engage attendees and generate interest in upcoming classes. We encourage you to share on your own Facebook and Instagram pages.

SAMPLE POSTS FOR INSPIRATION OR USE:


Option 1:


 *We had a wonderful weekend in Denver with our Level 1 students and animals! If you missed this class, another one is coming up in Denver on August 23-25! And many other classes are coming up throughout the U.S. and Europe.*

 *Follow the link to see our upcoming classes and check out our online courses!*

https://www.healingtouchforanimals.com/AllCourses_a/276.htm

Option 2:

 *Thank you to all who joined us in Switzerland for Healing Touch for Animals® Level 1! Level 2 is coming up May 3-5, 2024, and we'd love to see you there.*

 *Follow this link to save your spot and take advantage of early registration savings!*

<https://www.healingtouchforanimals.com/product-p/12-switzerland-5.2024.htm>

Share testimonials with the HTA office - If you have students willing to provide a testimonial beyond their class feedback, please contact Tara!

****Your class events provide opportunities to generate valuable content we can use to engage attendees, create a sense of community, and drive future registrations.****



HTA SOCIAL MEDIA & MARKETING TOOLKIT

Additional notes/resources:

Images/creative:

As mentioned above, we want to maintain authenticity in how HTA communicates with its audience and how our HTA Coordinators communicate and share with their social followers, including creative and images. As we work toward consistent branding, we ask that you primarily reshare and use the images we have created for each class.

If you need or want to create an original image for a post unrelated to promoting an upcoming class, [Canva is a great tool](#) that provides many options for building creative assets. Please get in touch with the HTA Office if you plan to use original creative or have questions about using existing creative HTA assets, including the logo.

[Emoji finder](#) - This is an excellent resource for adding personality to your posts through emojis. The same rule applies to emojis as hashtags — don't overuse them. Some of our favorites:

