**Social Media Strategy**

1. Facebook Strategy

Target Audience:

* Facebook Group: Connected888
* Adults aged 25-55 interested in spirituality, meditation, sound healing, and mindfulness.
* Global audience, particularly those already engaged in spiritual communities and groups.
* Join Events, Follow spiritual influencers

Content Types:

* Event Promotion: Regular posts, countdowns, and event reminders about the Annual Worldwide Meditation on August 8th. Create Facebook events and encourage RSVPs.
* Educational Posts: Share articles, videos, and infographics on topics like numerology, sound healing (e.g., 888Hz, 111Hz), and meditation techniques.
* Live Streams: Host live meditation sessions, Q&A sessions with spiritual leaders, and discussions about the Lions Gate Portal and other significant spiritual events.
* Community Building: Post engaging questions and prompts for the community to share their meditation experiences, insights, and spiritual journeys.
* Facebook Groups: Create a dedicated group for ongoing engagement where members can share resources, ask questions, and build connections.

Posting Frequency:

* 4-6 posts per week (including images, videos, links to blog posts, event announcements).
* 2-3 Facebook Live sessions per month leading up to the August event.

Engagement Tactics:

* Encourage likes, shares, and comments by posting discussion prompts or meditation tips.
* Respond to comments, questions, and messages promptly to build relationships.
* Use Facebook Ads to target spiritual communities, meditation enthusiasts, and related interest groups.

2. Instagram Strategy

Target Audience:

* 7-30 second videos of Daily Affirmations and Numerology
* Follow spiritual influencers
* Millennials and Gen Z (ages 18-45), with an interest in mindfulness, spirituality, and holistic wellness.

Content Types:

* Visually Engaging Posts: Share aesthetically pleasing images with quotes on spirituality, meditation, and numerology (e.g., "Embrace the power of 888Hz").
* Reels and Stories: Create short videos that explain spiritual concepts like the Lions Gate Portal, the significance of 888Hz, and the global meditation movement.
* Event Highlights: Countdown to the Annual Worldwide Meditation via stories and posts with call-to-actions (e.g., “Join the Global Meditation on 8/8”).
* User-Generated Content (UGC): Feature community members meditating or sharing their experiences with collective meditation.
* IGTV: Post longer-form content, such as interviews with spiritual leaders or guided meditation sessions leading up to the event.

Posting Frequency:

* Sell Shots, Engagement Shots, Cultural Shots
* 5-7 posts per week (mix of carousels, images, Reels, and stories).
* 1-2 IGTV videos per month featuring guided meditations or educational content.

Engagement Tactics:

* Use relevant hashtags like #GlobalMeditation, #LionsGatePortal, #SpiritualAwakening, and #MeditationForPeace to expand reach.
* Encourage followers to tag the organization in their personal meditation practice posts.
* Run interactive polls, Q&A sessions, and countdowns in stories to build anticipation for the event.
* Collaborate with spiritual influencers for Instagram takeovers or joint live sessions.

3. YouTube Strategy

Target Audience:

* Spiritualists, meditation practitioners, and seekers of spiritual growth of all ages (25-55+).

Content Types:

* Guided Meditation Videos: Create and upload 1-hour guided meditations using specific frequencies like 888Hz or 111Hz. Include themes like healing, abundance, and higher consciousness.
* Educational Content: Post explainer videos on topics like the Lions Gate Portal, numerology, and the spiritual significance of different frequencies.
* Live Streams: Host live group meditation sessions, particularly in the lead-up to the Annual Worldwide Meditation. Record these and upload them for on-demand viewing.

Posting Frequency:

* 1 video per month of guided meditations,
* Supplemented by educational content
* Monthly live streams in the months leading up to August 8th, with a focus on event preparation and spiritual themes.

Engagement Tactics:

* Encourage viewers to subscribe and click the notification bell to get updates about upcoming videos and live streams.
* Use YouTube Shorts to share short, impactful spiritual insights or meditation snippets.
* Collaborate with other YouTube creators in the meditation or spirituality space for cross-promotion.
* Include call-to-action (CTAs) in video descriptions to sign up for the event, donate, or join the online community.

4. TikTok Strategy

Target Audience:

* Primarily Gen Z and Millennials (ages 18-35), with a focus on short-form, engaging spiritual content.

Content Types:

* Spiritual Explainers: Create quick, engaging videos explaining concepts like 888Hz frequency, numerology, and the Lions Gate Portal in 30-60 seconds.
* Meditation Challenges: Launch viral challenges, such as a 7-day meditation challenge, inviting followers to record themselves meditating for a set amount of time.
* Sound Healing Videos: Post short sound healing videos that feature 888Hz or 111Hz frequencies with visuals that promote calm and peace.
* Spiritual Trends: Participate in popular TikTok trends, but with a spiritual twist (e.g., affirmations, spiritual routines, or energy-cleansing tips).

Posting Frequency:

* 1 post per week to maintain engagement and tap into viral trends.

Engagement Tactics:

* Use popular TikTok sounds related to mindfulness and spirituality, along with hashtags like #SpiritualTikTok, #SoundHealing, and #MeditationChallenge.
* Encourage UGC by creating challenges or inviting followers to share their meditation journeys.
* Collaborate with spiritual influencers and creators for duet videos or challenges.

5. Meetup Strategy

Target Audience:

* Individuals seeking spiritual growth and group meditation experiences, often ages 30-55.
* Local spiritual seekers, meditation groups, and community organizers looking for in-person or virtual events.
* Offer Event advertisements and registration links

Content Types:

* Event Listings: Post and promote the Annual Worldwide Meditation on Meetup groups focused on spirituality, mindfulness, meditation, and wellness.
* Local Meetup Groups: Organize local meditation groups under the Global Meditation Collective banner, encouraging in-person meetups or virtual meditation sessions throughout the year.
* Ongoing Virtual Events: Host monthly virtual meditation circles, sound healing sessions, or educational webinars.

Engagement Tactics:

* Promote Meetup events across Facebook, Instagram, and YouTube to draw attention from a wider audience.
* Encourage event participants to bring friends and share Meetup event links in their spiritual communities.
* Build a dedicated Meetup community that participates in regular meditations leading up to the August 8th global event.

Key Performance Indicators (KPIs) for Each Platform

* Facebook: Increase page likes, event RSVPs, and engagement (likes, shares, comments).
* Instagram: Grow followers, boost story and post engagement (comments, saves, shares), and increase Reels views.
* YouTube: Increase subscribers, watch time, and engagement on videos (comments, likes, shares).
* TikTok: Grow follower base, increase video views and engagement (likes, comments, shares), and encourage UGC through challenges.
* Meetup: Boost event attendance, increase RSVPs for local and virtual events, and expand local group membership.