



Social Media Strategy

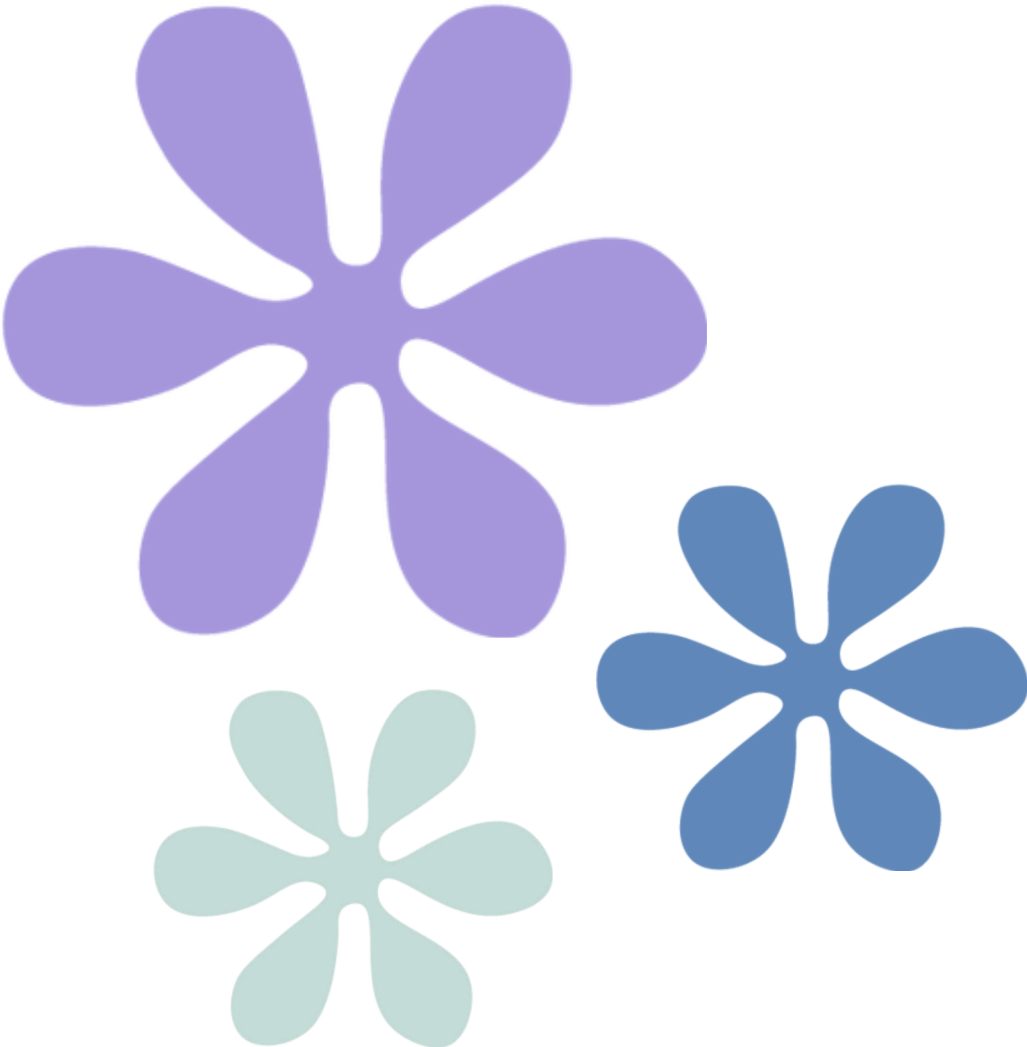
Developed for:





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Package Details

Foundation fee: \$420

- *Approx. 10 hours of research & preparation*

Monthly retainer: \$1750

- *Approx. 10 hours/week*

- ◆◆◆ Social media strategy, tailored to your goals and target audience
 - ◆◆◆ 8x static social media assets (IGS + IGF) per month
 - ◆◆◆ Detailed monthly content calendar with content ideas
 - ◆◆◆ Monthly analytics report to track growth, engagement, and reach
 - ◆◆◆ 1x small Nest Egg (see below).
 - ◆◆◆ Development of one design concept translated into four template formats (Instagram feed, Instagram story, email, and flyer) to promote one of the client’s group programs.
- *Optional: One additional small Nest Egg for clients/practitioners who lock in a 3-month term.*





Introduction

Executive Summary

Translating CALMA Health Psychology's clinical expertise into a realistic marketing plan requires a connection between overall business goals and community needs.

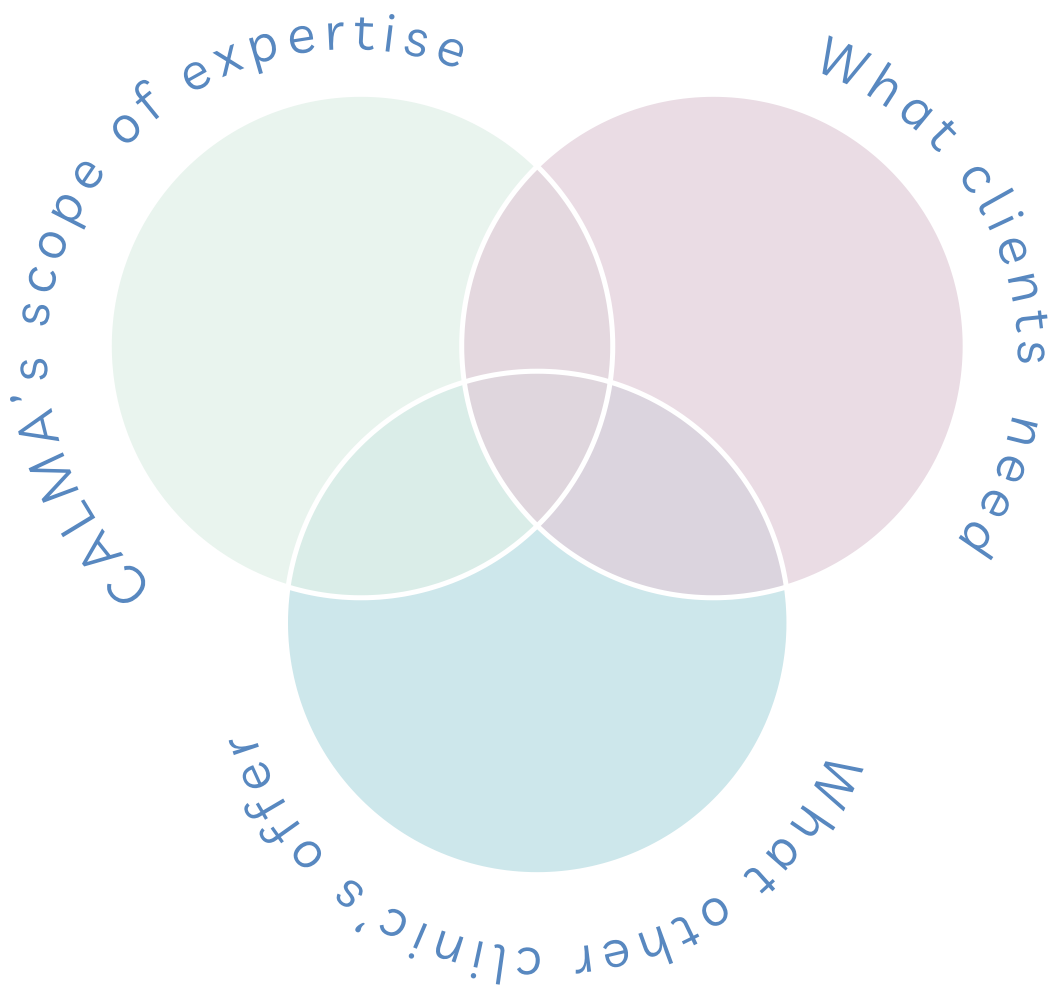
Appreciating the constraints of practitioner ethical guidelines, the online presence of CALMA will be positioned around empathy, transparency, and empowerment through learning .

In close alignment with CALMA's unique group program offerings, the marketing strategy will focus on education and inclusivity of the wider community.

Weaving in the business goal of team expansion, the CALMA marketing efforts will resonate with job candidates with a similar goal of supporting the community and development on a personal and professional level.



Business Overview



Mission

To provide accessible and high-quality psychological assessment services that empower individuals to gain insights into their cognitive, emotional, and behavioural patterns.

Vision

Embrace the diversity of the Bundaberg community, honoring various races, ages, physical and mental abilities, sexual orientations, gender identities, ethnicities, perspectives, and ideas.

Unique Selling Point (USP)

CALMA Health Psychology support individuals and their families to thrive by offering a multi-faceted approach to mental health care and education.

Products/Services

- Therapy
- Assessment
- Group Programs

Values

- Growth
- Wellbeing
- Empowerment



Metrics & Objectives

30%

Blended ROI for marketing efforts in the first three months

10%

MoM audience growth on Instagram & LinkedIn

15%

ROI target for online & in-person group programs.

Goal One:

Build an engaged follower base of current and potential clients, job candidates, and professional affiliates across two social media channels in the first three months of collaboration.

Goal Two:

Leverage organic social media to draw in job applications and registrations for one specific group program.



Creative Guideline

Communication Style

- **Storytelling:**

Relatable experiences woven into content to create a connection with the target audience.

- **Educational:**

Thought-leadership and clinical expertise translated into content that clarifies rather than confuses.

- **Evidence over opinion:**

Using evidence to support CALMA’s knowledge, and directing audiences to credible education sources

Tone & Language

The tonality of the CALMA Health Psychology brand is shaped by:

- Tentative
- Honest / authentic
- Relatable
- Transparent

Emoji Guidelines:



Symbols that reinforce CALMA’s individualised approach and unconditional positive regard of it’s clients.



Symbols that are neutral in skin tone and reflect a commitment to the diversity of the client community that CALMA serves.



Creative Guideline

Examples:



"For ethical reasons, I cannot provide individual advice or counselling through this platform."



"The approaches discussed here are general and may not align with all cultural perspectives. Please consult a therapist who understands your unique cultural needs."

Disclaimers

To meet industry standards and ethical guidelines for Australian health practitioners, CALMA is committed to enhancing community wellbeing by providing transparent disclaimers on all marketing materials and content, including but not limited to:

- Education Content Disclaimers
- Mental Health Crisis Disclaimers
- Scope of Practice Disclaimers
- Privacy and Confidentiality Disclaimers
- Cultural Sensitivity Disclaimers
- Treatment or Diagnosis Disclaimers
- Professional Boundaries Disclaimers
- Content Warnings / Trigger Warnings for Sensitive Topics



Creative Guideline

Brand Font Types:

| | | | | | |
|-------------|---------|---------------|-----------|---------|----------------|
| cocomat Pro | abcdef | abcdef | Comfortaa | abcde | abcde |
| | ghijklm | ghijkl | | fghijkl | fghijkl |
| | nopqrs | mnop | | mnp | mnp |
| | tuvwxyz | qrstuv | | qrstuv | qrstuv |
| | z | wxyz | | wxyz | wxyz |
| | 123456 | 12345 | | 12345 | 12345 |
| | 7890 | 67890 | | 67890 | 67890 |

Brand Primary Colours:



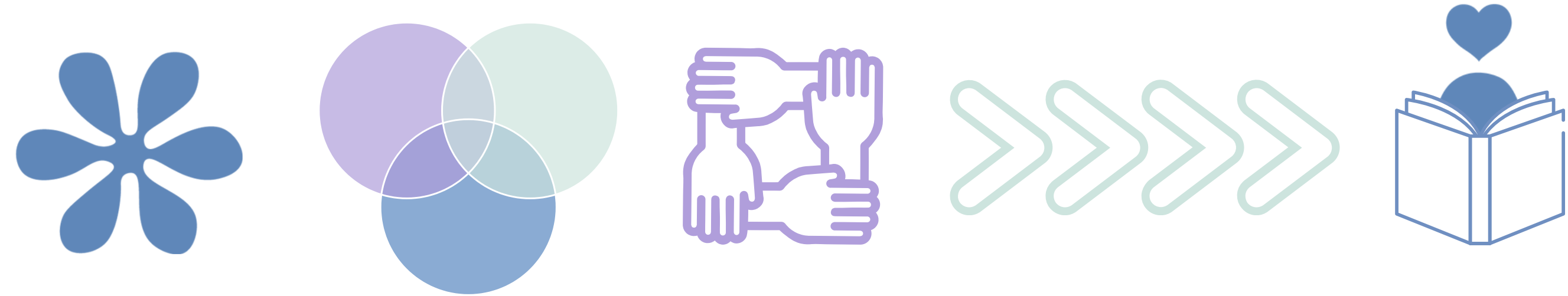
Brand Visual Identity





CREATIVE GUIDELINE

Brand imagery:



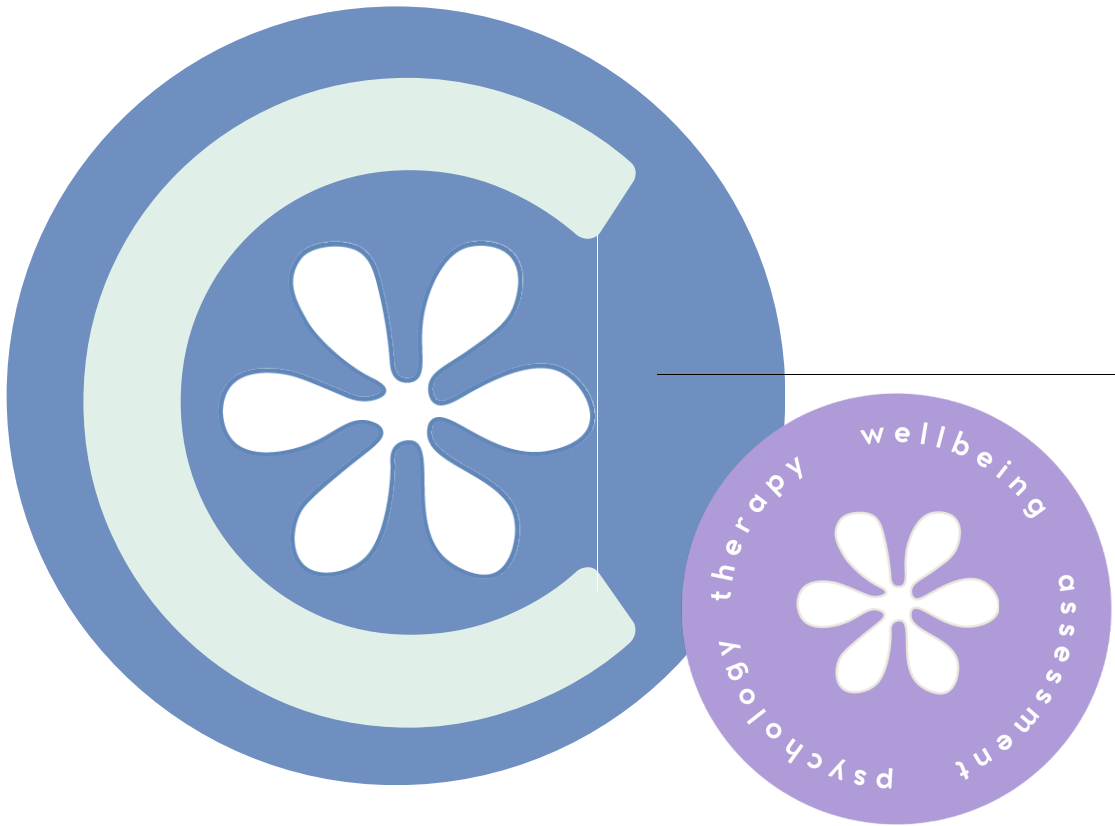
Imagery

To align with CALMA’s commitment to diversity and inclusivity, the brand identity will aim to utilise abstract imagery and graphics to support the text elements of its marketing content.

Abstract imagery can illustrate complex emotions, conditions, and humour in a neurodiverse-friendly way. With an absence of gender identity, race, and conventional aesthetics - abstract imagery will position CALMA as approachable, empathetic, and inclusive to a variety of clientel and audiences.



Target Audience



Concerns

- Autism Spectrum Disorder
- ADHD
- Parental training & support
- General mental health education
- Different therapy modalities (group, individual, etc.)
- Executive functioning support
- Cosmetic surgery preparation
- NDIS support
- Therapy & assessment
- ASD/ADHD and learning disorders

Online Interests:

CALMA’s target audience are those who are actively searching for mental health education, resources, therapy options, and ways to improve their wellbeing. They are diverse, curious, and value personal growth. They seek accessible and credible content to better understand themselves and others, aiming to inform their experiences, build resilience, and reduce stigma. This group often prioritizes authenticity, actionable tips, and empathetic design.



Target Audience



Pain Points and Challenges

It is a sad truth that the majority of the global population, especially some of our most vulnerable communities, do not have access to mental healthcare. In regional areas, such as Bundaberg, therapy can feel out of reach for many. This can be to a lack of accessible services, cultural background, misconceptions regarding mental healthcare services, and financial restraints.

Aspirations and Goals

CALMA is strategically positioned as an Allied Health service that provides mental health support, recognizing the distinct experiences of clients and their families. By creating empathetic social media content that addresses various educational themes related to mental health and wellbeing, CALMA can cater to the needs of the local Bundaberg community, engage a broader national audience, and draw in more clients and participants for group programs.

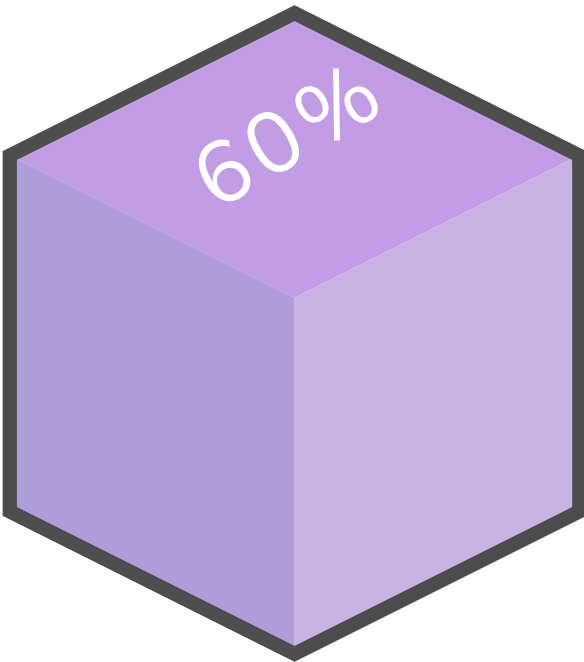


Content Strategy

Referring back to the “Nutrition vs. Calories” approach, a content strategy that encompasses both “food for thought” and opportunities for connection with in-groups/communities using an anecdotal style will be an important foundation for group program promotion.

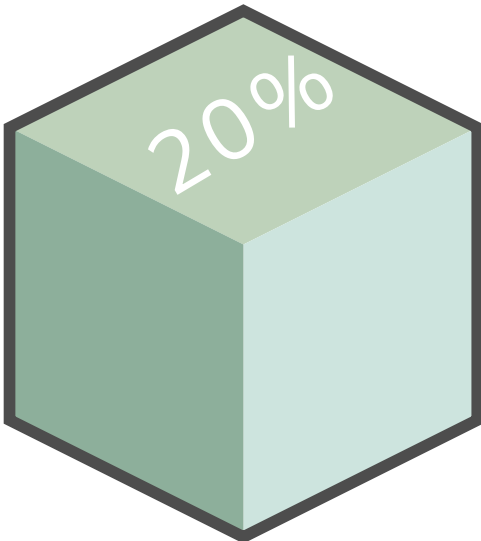
NUTRITION

Content that provides education and ethical guidance.



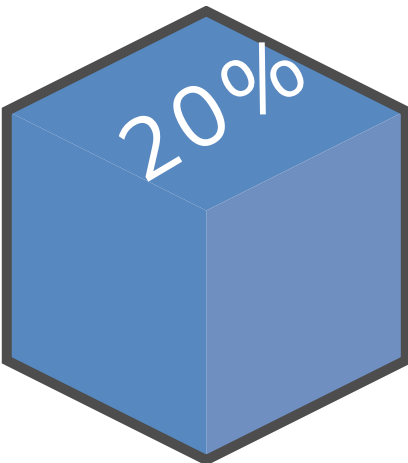
PROMOTIONAL

Content that promotes a specific service, group program, or product.



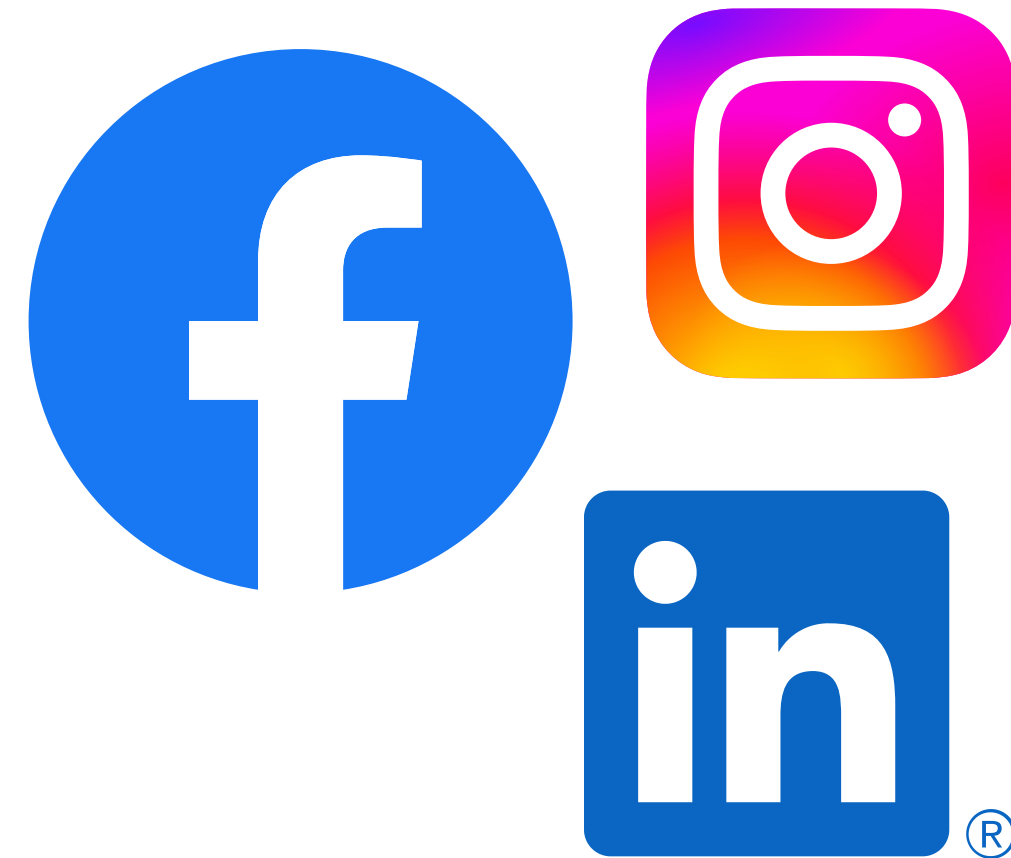
CALORIES

Content that provides entertainment and fuel connection.





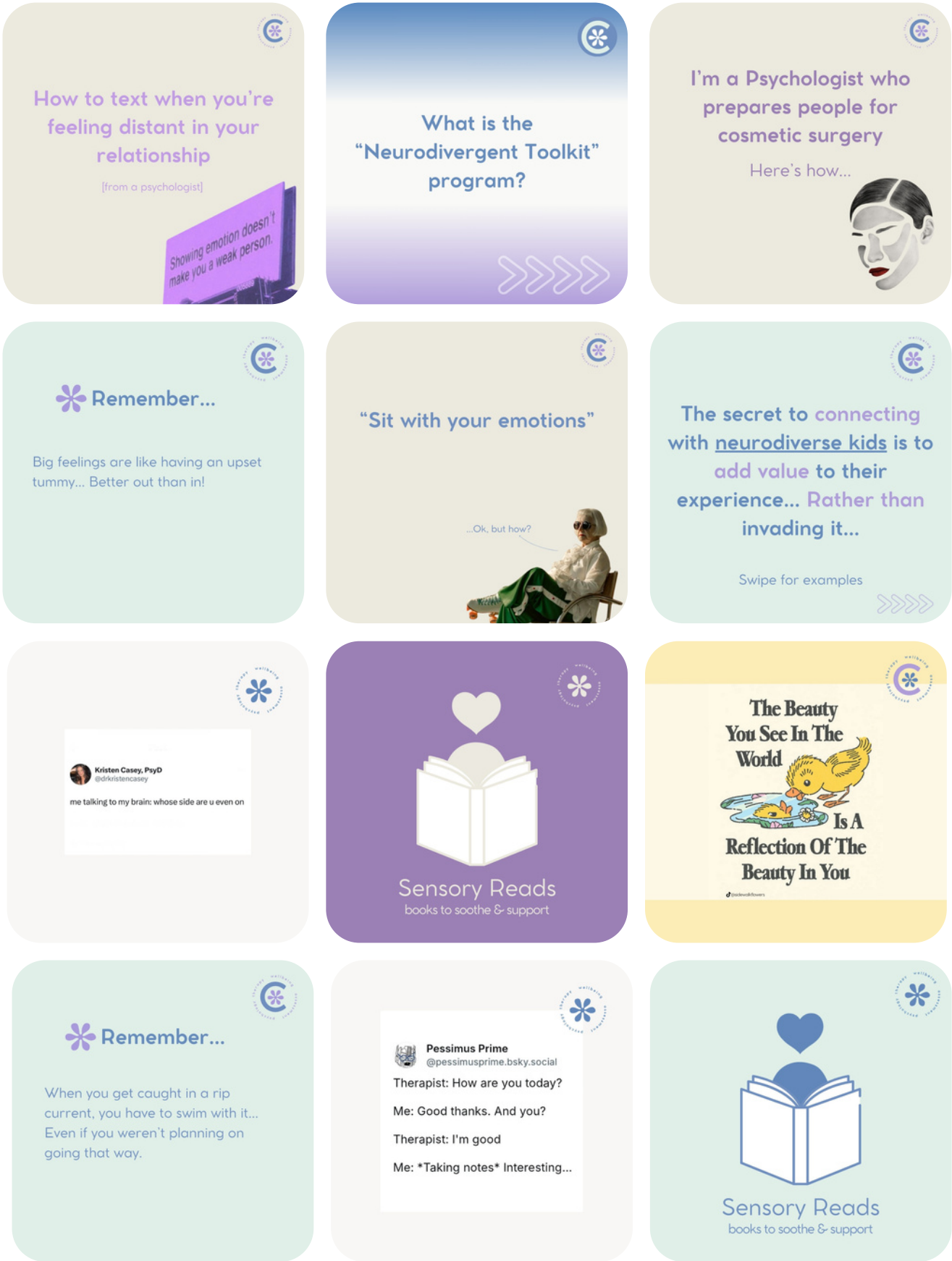
SOCIAL MEDIA PLATFORMS





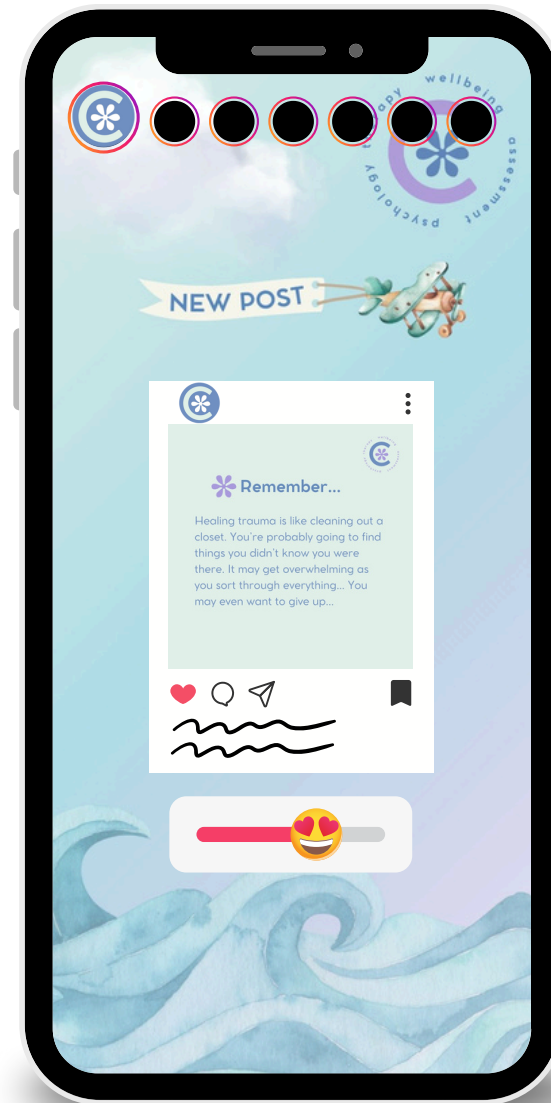
Content Plan

- Light-hearted humour through tonality and imagery
- Thoughtful descriptors of clinical terminology.
- Comedic breaks such as memes, debunking common myths, and false practices
- Practical translations of research and new perspectives.
- Playful reflections/reviews on trending content.
- Frequently asked questions based on your professional experience.
- Bites of education that support the mental health journey.

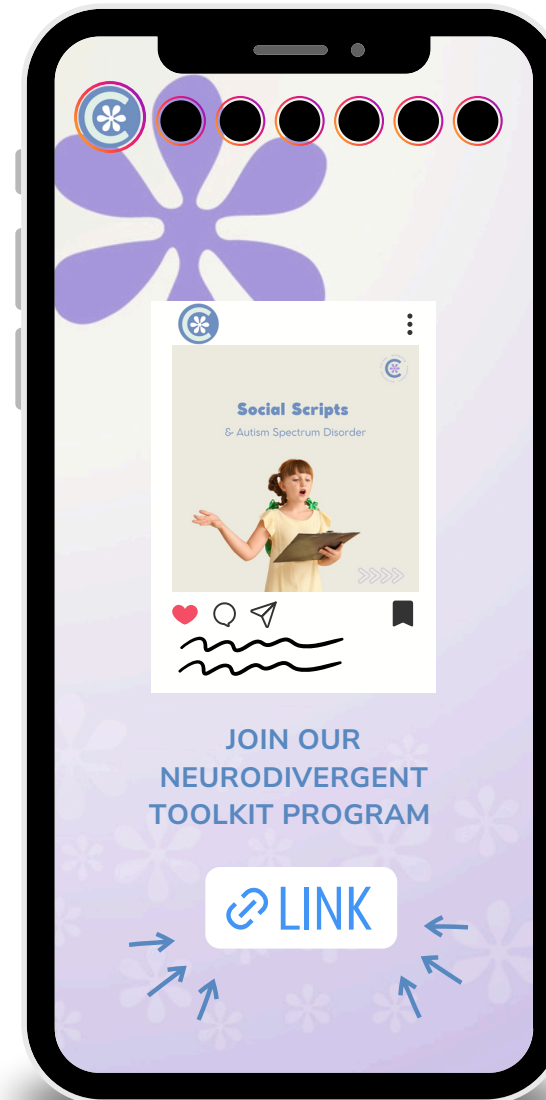




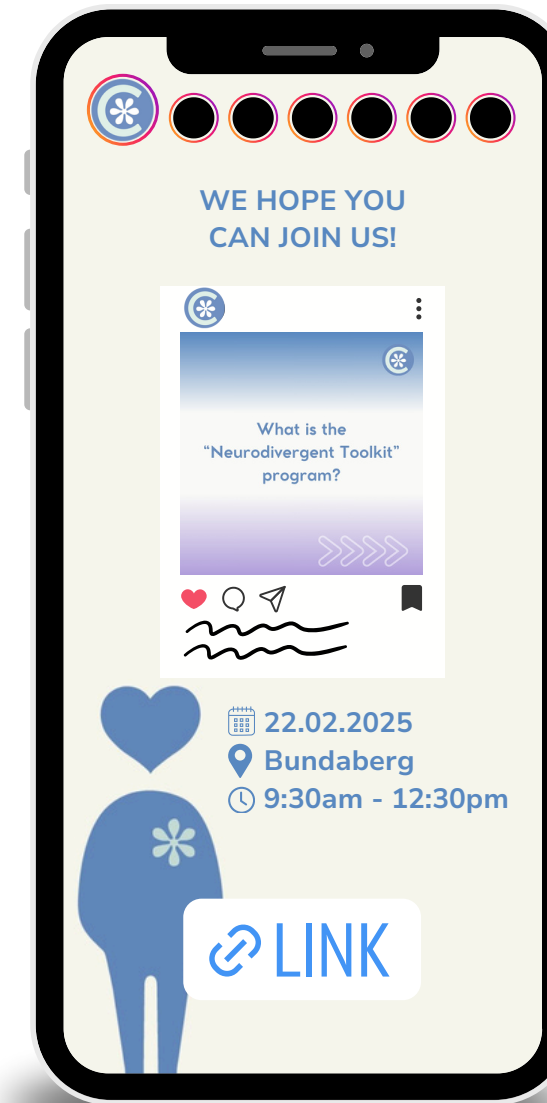
Content Plan



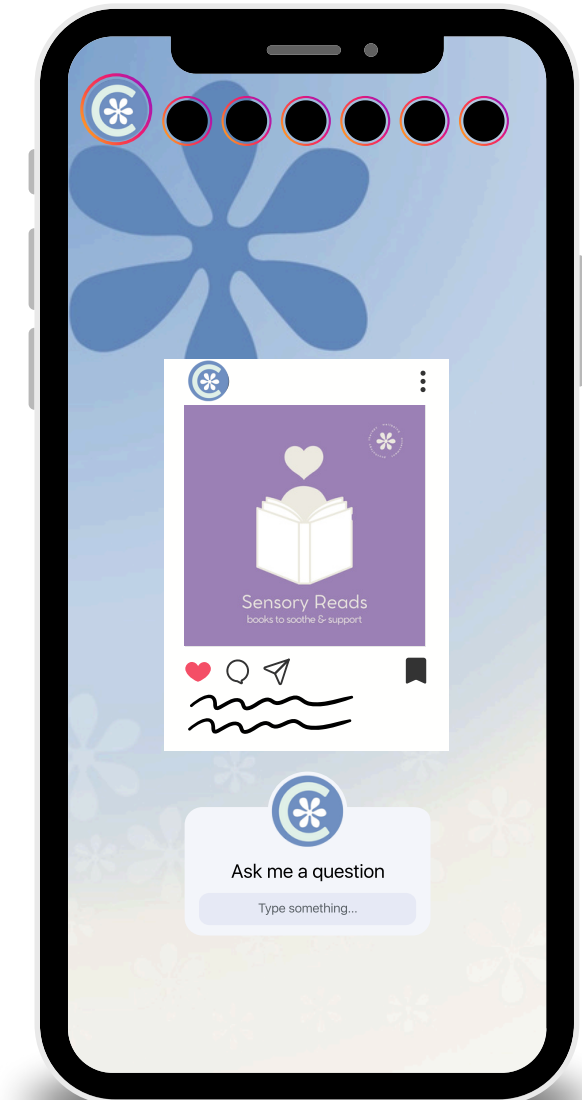
- Ocean aesthetic, in line with Calma's website



- Three options to choose from



- Space for links and additional text



- Calming and eye-catching graphics



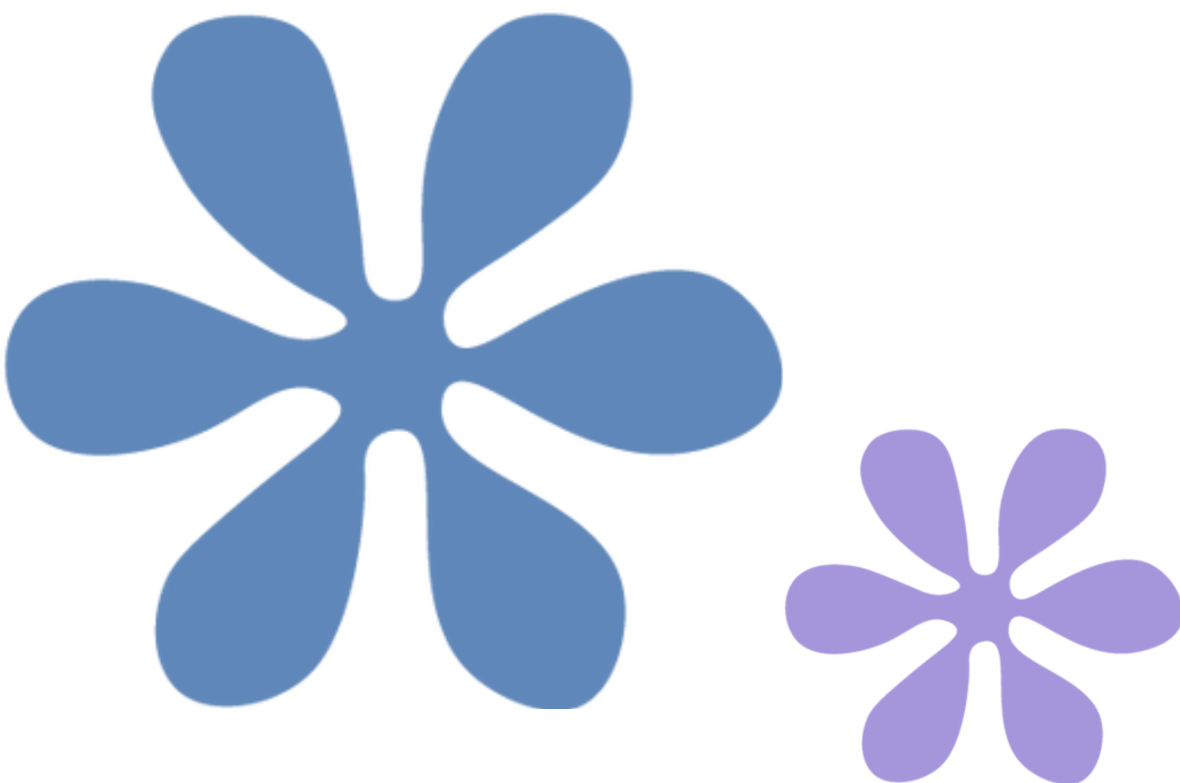
Content Plan

- Ocean aesthetic, in line with Calma’s website
- Three options to choose from
- Space for links and additional text
- Calming and eye-catching graphics





Conclusion



Congratulations

Congratulations! You've made it through the social media strategy, a blueprint to elevate your brand's presence and engagement. This strategy is more than a document; it's a dynamic roadmap for connecting with your audience, building up an organic marketing channel for your future business plans, and achieving your current business goals.

Remember that a strategy is just the beginning. The real magic happens in the execution.

This strategy is a representation of your brand right now. As we observe the way your content lands with your intended audience, we will edit and optimise this strategy accordingly.