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# Social Calendar: March 2021



Cruz-Aedo Consulting • 3.1.2021

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# **March 2021 Theme: Teacher Appreciation Month**

**Week 1: Teachers**

**Week 2: Principals**

**Weeks 3: Schools**

**Week 4: School Districts/Superintendents**

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Participação

## Roberta Sogayar

Coach de aprendizagem  
em equipe pela Team  
Academy, educadora com  
mais de 20 anos de  
experiência com jovens e  
adultos.



Scheduled delivery

March 1, 2021

### Post/ Ad Copy:

- Teachers, love getting positive feedback from your students, their parents, and your school? Check out Ms. \_\_\_'s #humblebrag when she used 2BeLive in her class: "Thanks to 2BeLive's \_\_\_, \_\_\_, and \_\_\_ features, I know get instant feedback from my students, their parents, which then reflects positively to my school :) Thanks 2BeLive!"



# VOCÊ SABIA?

QUE AS MATRÍCULAS EM  
CURSOS DE GRADUAÇÃO A  
DISTÂNCIA CRESCERAM 192,4%  
NOS ÚLTIMOS 10 ANOS?



## Scheduled delivery:

March 2, 2021

## Post/ Ad Copy:

- Fun hashtag challenge (TBD) and then CTA is free trial: Try us 30 days free and then only \$19/month includes \_(list all of bullet pt H2 features of 2BeLive)\_



“

“O escritório do futuro não será igual ao que conhecemos. Ele será bem mais tecnológico, com mais ferramentas, que vão de dispositivos a aplicativos e recursos audiovisuais. Ele estará em qualquer lugar, qualquer tempo, em qualquer dispositivo.”

**Marcello Miguel**

*Diretor de Marketing, EMBRATEL*

## Scheduled delivery:

March 3, 2021

## Post/ Ad Copy:

- Another teacher testimonial like March 1 (TBD) and then CTA is free trial: Try us 30 days free and then only \$19/month includes \_(list all of bullet pt H2 features of 2BeLive)\_





## Scheduled delivery:

March 4, 2021

## Post/ Ad Copy:

Any of the following and use the rest across future week's posts:

- origin story about 2BeLive
- scientific fact about today's e-learning/kids learning aptitude/kids adjusting to virtual learning/covid stat
- company accomplishments (I can get these from Bing and his team)
- our product's differentiating factors vs other web conferring and e-learning tool
- etc.
- and then CTA is free trial: Try us 30 days free and then only \$19/month includes \_(list all of bullet pt H2 features of 2BeLive)\_

# The platform with everything you need, all in one place

Designed and developed for tutors, teachers,  
schools, and their students.

[Schedule a demo](#)

## Scheduled delivery:

March 5, 2021

## Post/ Ad Copy:

- Reminders of this week's challenge as well as reminder of free trial

## Participação

# Thaís Funcia

Educadora e entusiasta do ensino à distância, atuando na área de ensino superior há 15 anos. Busca apoiar e auxiliar o desenvolvimento de pessoas e empresas no novo mundo híbrido



## Scheduled delivery:

March 6, 2021

## Post/ Ad Copy:

- positivity quote or inspirational client story
- Note: There are plenty of these from teachers on the internet. Just search teacher-specific groups such as:
  - Reddit/other Forums
  - Nextdoor(?)
  - FB Groups
  - Competitor FB/social media Pages
  - Channels such as on tiktok or Instagram







III Congresso Internacional  
DE EDUCAÇÃO & INOVAÇÃO



**17 de novembro**



**17h**

**PAINEL | MEDIAÇÃO: ALEXANDRE SAYAD**

**TRANSFORMAÇÃO DIGITAL: A IMPORTÂNCIA  
DA ESCOLA RESPIRAR A CULTURA DA  
TECNOLOGIA EM TODAS AS ÁREAS**

**PALESTRANTES:**



**EMERSON BENTO**

Diretor de tecnologia  
educacional do Colégio  
Bandeirantes



**MICHEL EBERHARDT**

Fundador do Ifood e da  
edutech 2be Live

**EVENTO ON-LINE GRATUITO**

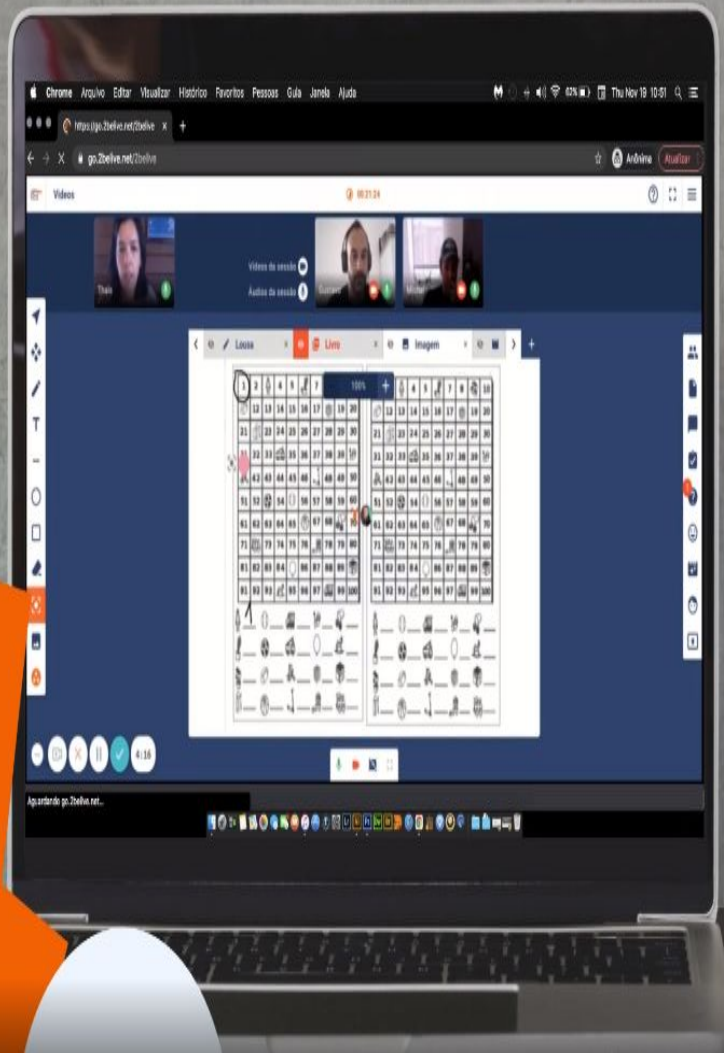
**Scheduled delivery:**

March 7, 2021

**Post/ Ad Copy:**

- Upcoming webinars and events  
(these should be posted each  
Sunday, I'm thinking)

On a  
whiteboard



Scheduled delivery:  
March 8, 2021

## Post/ Ad Copy:

- Product features
  - Collaborative whiteboard-Our interactive whiteboard simulates a real whiteboard, allowing students and instructors to collaborate simultaneously in real time.
  - CTA is free trial: Try us 30 days free and then only \$19/month



## Scheduled delivery:

March 9, 2021

## Post/ Ad Copy:

- Class setup Testimonials
    - By maintaining the highest standards and making continuous improvements, 2BeLive positively impact the vast number of families and children whom we serve.
    - Reminder of free trial
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## Scheduled delivery:

March 10, 2021

## Post/ Ad Copy: Blog post

- Here's a handy guide on how to set up and use 2BeLive for virtual learning and collaboration for your school.

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## Scheduled delivery:

March 11, 2021

## Post/ Ad Copy: Principal Testimonial

- 2BeLive platform has been carefully designed to deliver safe, nurturing, and stimulating environments with activities to help students and educators achieve important milestone while having fun.
- Reminder of free trial





## Scheduled delivery:

March 12, 2021

## Post/ Ad Copy:

- Just like technology is always changing, so are the skills students need to succeed in digital future. Start creating life-ready curriculum with 2BeLive resources for:
  - Communication & Sharing
  - Accessibility tools
  - And more



## Scheduled delivery:

March 13, 2021

## Post/ Ad Copy:

- Upcoming Webinar  
Topic: Personalizing and Customizing  
2BeLive to fit your brand.

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Week 3 Coming Soon!

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# **April 2021 Theme:**

# **College Appreciation Month**

**Week 1: Professors/Adjunct Faculty**

**Week 2: Tutors/TAs**

**Weeks 3: Colleges**

**Week 4: College Deans**

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Month 2 Coming Soon!



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# **May 2021 Theme: PhD Appreciation Month**

**Week 1: PhDs or 2BeLive's PhD Partner Program**  
**Week 2: Products and Services of PhDs**  
**Weeks 3: eLearning Business Owners**  
**Week 4: TBD**

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Month 3 Coming Soon!

# Goals before publishing

1. Make preferred edits as needed
2. Email back to social media manager
3. Most minor changes will be made within 24 hours; Major changes may take anywhere from 24 hours to 7 days

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