❖ Tinyvers Weekly Content Calendar: (Pereyan LLP)

Day	Platform	Format	Content Theme/Idea	Example Description	Post Time
Monday	Instagram	Carousel	Montessori Monday: Educational Tip	"3 Ways Montessori Toys Boost Fine Motor Skills"	11:00 AM
	Facebook	Story	Parent Poll: Favourite Learning Activity	Poll: "Which skill does your little one need most?"	1:00 PM
	LinkedIn	Static Post	Parenting Insight	Short tip on play-based learning	11:30 AM
Tuesday	Instagram	Reel	Unboxing Tinyvers Monthly Box	Short demo of box contents + child reaction	12:00 PM
	Facebook	Static Post	Testimonial Tuesday	Quote graphic from a happy parent	2:00 PM
	LinkedIn	Static Post	Customer Story/Case Study	Share testimonial with a professional tone	12:30 PM
Wednesday	Instagram	Static Post	Product Spotlight	"Activity Kit for 7–8 Months: Develop Hand-Eye Coordination"	11:00 AM
	Facebook	Live Video (10 min)	Expert Q&A with Childhood Expert	Invite parent questions	4:00 PM
	LinkedIn	Article Share	Expert Blog/Quote	Share Montessori research with insights	3:30 PM
Thursday	Instagram	Story + Poll	Behind-the-Scenes: Quality Check	Photo of wood testing + poll on favourite colour	10:30 AM
	Facebook	Article Share + Comment	Blog Post: "Montessori at Home"	Link + "How do you set up your learning corner?"	3:00 PM
	LinkedIn	Static Post	Industry Insight	Montessori learning trends in India	2:30 PM
Friday	Instagram	Reel	Social Proof: UGC Compilation	Clips of kids playing with Tinyvers toys	12:00 PM
	Facebook	Static Post	Weekend Learning Challenge	"Try this counting game with fruit boards!"	11:00 AM
	LinkedIn	Static Post	Share UGC Success	Showcase customer engagement	12:30 PM
Saturday	Instagram	Static Post	Founder Story	Photo + story of Pereyan's research roots	10:30 AM
	Facebook	Story	Countdown Offer Reminder	"Last day for free shipping"	1:00 PM
	LinkedIn	Static Post	Brand Journey / Founder Note	Founder story in professional tone	11:00 AM
Sunday	Instagram	Story Highlights	Product Tutorial Collection	Save demo videos in "How to Play" highlight	4:00 PM
	Facebook	Community Post	Sunday Playtime Sharing	Parents share playtime with #TinyversLearning	3:00 PM
	LinkedIn	Static Post	Fun Learning Hack / Infographic	Simple early-learning infographic	4:30 PM

Segment Description

Primary Parents of children aged 0–4 in urban India (Tier-1 & Tier-2 cities), seeking early learning, Montessori toys, and screen-free play.

Secondary Preschools, daycare centres, paediatricians, and early learning professionals.

Platform Strategy:

Platform	Role & Use
Instagram	Visual storytelling, reels for product demos, stories with polls, highlights for tutorials.
Facebook	Community building via groups, Live Q&As with experts, longer posts, and activity challenges.
LinkedIn	Professional positioning with parenting/education insights, customer stories, and thought-leadership posts.
YouTube (Future)	In-depth tutorials, parent education content, and Montessori learning guides.

Engagement Tactics:

Method	Example
Polls & Quizzes	IG/FB: "Which skill should we explore next—Colours 😜 or Numbers 🔢?"
UGC Campaigns	Encourage parents to share playtime with the hashtag #TinyversLearning
Live Sessions	FB/IG: Expert Q&A on child development
Exclusive Groups	Private FB group for subscribers to exchange tips & resources
LinkedIn Posts	Invite discussions on the role of Montessori in early childhood

Key Metrics to Track:

Metric	What It Shows	Action Plan
Reach & Impressions	How many people see posts?	Adjust posting times for higher reach
Engagement Rate	Are parents interacting?	Focus on best-performing themes
Click-Through Rate	Are parents visiting the link?	Strengthen CTAs and offers
Follower Growth	Community growth pace	Boost UGC campaigns and referrals
Story Completion	Do parents watch till the end?	Keep stories short, interactive



Creative Sample Posts:

Instagram Static Post:

Image: Toddler stacking Montessori blocks

Caption:

Spark Curiosity, Build Confidence, Nurture Growth.

Every block your child stacks is more than just play—it's a step toward problem-solving, creativity, and independent learning. Our Montessori Sorting Set is designed to make early learning joyful, screen-free, and stress-free for parents. 😞 💡

With 5 colourful pieces, your little one learns:

- Colors & shapes
- Hand-eye coordination
- Early problem-solving
- 🌞 Because learning should feel like magic, not a chore. 🌞
- f Tap the link in bio and gift your child smarter playtime today!

#TinyversMagic #MontessoriAtHome #EarlyLearning #ToddlerDevelopment #ScreenFreePlay #MontessoriIndia #ParentingTips #EducationalToys

Facebook Static Post:

Image: Wooden educational boards (flat lay)

Copy:

6 Want your child to learn while playing?

Start with toys that teach—without screens.

Our Montessori Wooden Boards are designed to turn every play session into a learning experience. Just ₹199 each, these boards are perfect for

curious little minds! **\(\big| \dagger**\)

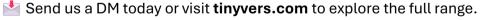




What makes them special?

- ✓ Teaches fruits, numbers, animals & more
- ✓ Builds memory, focus & motor skills
- ✓ Made from safe wood—easy for tiny hands to grip

Parents love how quickly kids connect with these toys. Children love how much fun learning feels. 💖



Give your child the gift of play that truly matters.

#TinyversLearning #MontessoriToys #LearnThroughPlay #ScreenFreeFun #EducationalToysIndia #MontessoriAtHome#ToddlerActivities

