



Social Media Strategy for Ridhwan Foundation 2024-2025

Overview

Until June 2022, postings across the primary platforms were intermittent and inconsistent. We lacked policies and did not place an effort on following best practices. We first began making changes to our social media by creating a schedule for daily posts and experimenting with branding. After three experimental phases, we settled on a branding esthetic that has been consistent from July 2023 to present.

To keep a consistent and organized social media presence and workload, we developed daily themes and produced content accordingly. In following with best practices of only 20% of posts being self-promotion for a course, event, or product, we allotted one day a week (and occasionally more) for a plug, typically falling on a Wednesday.

Having established a consistent social media presence, we now are at a point where we need to diversify what we produce. We have followed the same daily themes with only slight changes and variations since June 2022. Therefore, to keep content fresh, to increase engagement, and to reach a wider audience organically, we need to take more steps toward creative development and content strategy.

Objective

Broaden outreach and awareness about the Diamond Approach through creative content that inspires and entices interest to learn more about Ridhwan's offerings. Content will be created to attract people who may be interested in finding a spiritual path that can help them liberate themselves from ego identification and/or who are looking for ongoing support to deepen their spiritual journey toward living more from their essential nature.

Tactics for 2024

- Develop content to promote these evergreen courses to drive revenue: “Keys to the Enneagram”, “Lightness of Being,” “Spirituality in a Fractured World”, “Spiritual Wisdom of the Body”.
- Develop and execute mini-plan for Body of Instincts fall course.
- Continue promoting RIR/HIJ course through end of May.
- Build following on TikTok and identify what content resonates through experimentation.
- Develop metrics plan:
 - Update dashboard with social section.
 - Add Term and Content to UTM links.
 - Set up time comparison tracking charts for each metric.
- Create more creative content that can be shared across other channels when appropriate (see Content Types below).
- Create new themes for daily Facebook and Instagram posts that encourage public interaction and freshen up the page content (see Content Types below).
- Start rotating primary video on You Tube (e.g., Divine Animal videos will go there when we begin promotions).
- Create question and short answer videos for You Tube.

Measurable Goals

These goals will be measured from May 1, 2024-April 30, 2025, but will be tracked and reported monthly. A tracking spreadsheet will be created to show progress on a monthly basis. This will be posted in the Social Media folder on Sharepoint.

- **Increase organic social traffic to website by 20%** by creating and posting more creative, dynamic content that inspires followers to visit Ridhwan.org.
(Target of 17,059 visits starting May 2024 through April 2025 with monthly average of 1,422 visits, up from baseline of 14,216 visits and a monthly average of 1,185 visits from April 1, 2023 – March 31, 2024)

- **Increase number of visits to Divine Animal webinar registration page by 20%** (625 visits) with same conversion rate of 40% (250 conversions) compared to Instincts webinar by creating a mini-social plan for course that includes more creative content and videos.
(Instincts webinar: 501 visits with 196 conversions for 40% conversion rate)
- **Increase number of visits to Divine Animal course registration page to 500** over 367 visits for the Instincts course page. Increase Instincts course low conversion rate of 1.6% (11 registrations from Social) to 10% (50 registrations) for Divine Animal course by creating content designed to improve quality of leads.
- **Drive organic social traffic and conversions for these three Evergreen Courses** below. Holding off on Spiritual Wisdom of the Body for now. Goals reflect comparison to registrations that occurred between April 2023 and March 2024.
 1. **Keys to the Enneagram – 30 conversions.** Last year, this course only got 41 registrations according to Metrics Dashboard. This year, we need about 130 to reach the \$60G goal (\$345 per class). We will strive to drive that many conversions, but only want to set a goal of 30 to be realistic, as there should be some email campaigns to drive leads for this many registrations.
 2. **Lightness of Being Series – 15 conversions.** This is half what is needed to make the low revenue goal of \$11,000 at \$360 a course. We'll shoot for 30+ but want to be realistic.
 3. **Spiritual Wisdom of the Body – 10 conversions.** Last year, only got 2 conversions, so we're hoping that a little attention can get 8 more this year, which would make the revenue goal of \$3,750 (\$185 per class).
 4. **Spirituality in a Fractured World – 15 conversions.** This doubles the number of registrations that occurred organically last year, which was 7.
- **Increase Facebook engagement by 50%** compared to last year (still working on baseline numbers)
- **Triple post-share engagement on Facebook** compared to last year (still working on baseline numbers)

Success Metrics

We will work with Clark to set up a social media section and ability to report the following:

- Social organic traffic overall from all channels (this is already being reported on in dashboard)
- Social visits to the three Evergreens we are promoting & conversions

- Social visits to each registration page & conversions
- Facebook traffic via UTMs to website
- Instagram traffic via UTMs to website
- TikTok traffic via UTMs to website
- YouTube traffic via UTMs to website

Here are the metrics we'll be using to measure social activity.

Facebook		TikTok	
	Reach		Profile Views
	Likes and Reactions		Likes
	Comments		Comments
	Shares		Shares
	Page Likes		Video Views
	Followers		
	Link Clicks		
Instagram		YouTube	
	Reach		Views
	Likes and Reactions		Watch Time
	Comments		Comments
	Shares		Subscribers
	Page Likes/Followers		
	Link Clicks		
	Link Tree Clicks		
	Saves		

What to Share

To best support Ridhwan's needs, social content should:

- Encapsulate the essence of the teaching and create a holding space for viewers, regardless of popular trends and styles
- Provide variety beyond memes and occasional promotional posts
- Encourage multiple ways for the public to engage in posts.
- Partner with stakeholders and affiliates for more consistent cross-promotions.
- Introduce followers to teachings and how they can be helpful in daily living.
- Make people aware that they have problems and issues that Diamond Heart teachings could help them address.

- Attract people who are seeking a spiritual path or on other paths such as Buddhism, Yoga, Muslims, Christians,entheogns, or people with life issues like parenting, working in high stress jobs, depression, chronic illnesses, etc.

Social Media Plan

Channels

- Facebook
- Instagram
- TikTok
- YouTube

Target Audiences

Spiritual Veterans (Padma)	Spiritual Newbies
These people have already tried and participated in a bunch of paths. They have followed esoteric, more mystical paths within traditional religions but are not true to any one particular religion. Cultures might differ and include: • Yoga • Entheogn • Sufism • Shamanic • Embodiment • Psychological approaches with a spiritual orientation like transpersonal or integral psychology • Enneagram-people into the Enneagram looking for a spiritual practice to work on their type's issues.	• 20somethings with spiritual hunger • 30-40somethings with families and careers who are overwhelmed • Post-householders/empty nesters: 50-60-somethings looking for meaning after years of identification with being a parent or a spouse or career • No paths (NPs) – people who have no spiritual life but know that something is missing • Growth-oriented people who have done a lot of psychotherapy and ego-repair work and now face existential issues. They may wonder why they still feel like something is missing.
Students/Teachers	People with these issues:
• HIJ returners • Students steeped in the work • Students still learning the work	• Parents • Depressed • Stressed out • Aging bodies • Consumption imbalances that have roots in instincts such as: ○ Materialism

	○ Addictions (food, substances, sex, workaholism) ○ Co-dependencies
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Content Types

Once a Week	Once a Month
• Teaching video • 30-sec video • Quote meme • Psychospiritual tip • Prompt post	• Carousel • Graphical video • Quiz • Infographic

Promotion Schedule

Use one of the Content Types above to promote these courses. Each post, even if it is just a graphic, will link back to something we are promoting or the homepage.

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Fractured	Keys	RIR/HIJ	Open	Lightness	Keys	AB Test: RIR/HIJ (2 posts)

Process

Each month, we'll create a calendar that lines up the course, audience and content type. Looks like this:

Week 1: April 1-7

Day	Course	Audience	Content Type
Mon	Spirituality in a Fractured World	Depressed	Spiritual Tip
Tues	Keys to Enneagram	20somethings	Graphic
Wed			
Thurs			
Fri			
Sat			
Sun			

Reviews & Approvals

All posts will be available on Click-up for PAC Team. Posts will be created two weeks in advance. In PAC calls, the next week's posts will be shared briefly and Becky will be informed ahead of time of any "push the envelope posts" so she is aware in case she is questioned. The link to the posts will be provided in each PAC call.

Hashtags

All posts must include hashtags to expand their reach. PAC has identified the following industry and non-industry hash tags that we will be using in our posts. See below for hashtags.

Industry	Non-Industry
#diamondapproach	#motivationmonday
#psychospiritual	#wednesdaywisdom
#enlightenment	#tbt
#self-realization	#flashbackfriday
#dropofwisdom	#weekend
#reflectionsonlove	#mondaymeme
#enneagram	#tellyourstory
	#shareyourthoughts

Examples of Content

These are just a few examples of the kinds of posts that would be appropriate designed with the Ridhwan brand. We will try these types out and test to see if they get results.

Content	Sample
Looping graphical videos with key messages (using powerpoint)	(25) Post LinkedIn 

Colorful graphics to promote webinars, courses, books and founder events

ON-DEMAND WEBINAR

Buy Back Your Time:
The Ultimate Guide to Time Mastery and Freedom

 **Jamey Schrier**
PT, Founder & CEO
practicefreedomu.com

 **David McMullan**
PT, Director, Enterprise
Therapy Solutions
Net Health

Buy Back Your Time: The Ultimate Guide to Time Mastery and Freedom
nhinc.wistia.com

lyra

WEBINAR

Navigating Mental Well-being in the Post-pandemic Era:
Insights From Our 2024 State of Workforce Mental Health Report

Thursday, March 28
11 a.m. PT | 2 p.m. ET

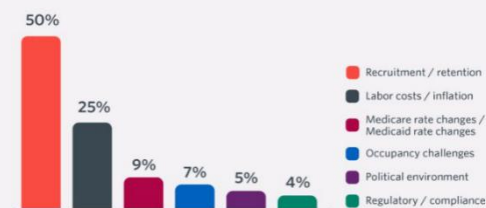
Register now

2023 State of Workforce Mental Health Report

Infographics on relevant issues that would be of interest to our target audience

Recruitment / Retention is the greatest challenge to skilled nursing in 2024

Which of the following is the greatest challenge to skilled nursing in 2024?



Survey conducted by Skilled Nursing News with Net Health, November 20 - December 18, 2023, gauging insights on imminent trends, challenges, and opportunities in post-acute care. Respondents included 123 post-acute care professionals, with 62% holding C-suite, VP, or director roles, reflecting executive insights into the skilled nursing industry for 2024. Key focus areas: navigating hiring landscapes, driving growth, and technology investment.

Source: Skilled Nursing News & Net Health



Living with serious mental health conditions such as eating disorders, severe depression, or substance use disorders can profoundly impact every aspect of one's life. From the ability to work or attend school to managing daily activities, ...see more

1 in 20



Nearly this amount of adults in the US have a serious mental health diagnosis

\$300 billion



Annually represents the economic toll of complex mental health needs alone

250+



Lyra facility partner locations provide comprehensive support spanning 30+ severe mental health needs

Carousel infographics. Example of a series. Viewers click the arrow to see the myths and facts.

Mythbusters

?

Discover more here:
<https://lnkd.in/eUq6-MxM>

Net Health

18,170 followers

2mo •

Our latest 'Net Health Mythbusters' series is a deep dive into how #DigitalMSK tools are redefining #rehabtherapy. By extending clinicians' reach and personalizing patient care, we're stepping into a future that's both hands-on and high-tech.

Uncover the surprising truths behind common rehab therapy misconceptions and explore the broader implications of innovation in #DigitalHealth for patient success.

Discover more here:
<https://lnkd.in/eUq6-MxM>

Paul Berthiaume and 12 others

Like Comment Repost Share

Add a comment...

Mythbusters

?

MYTH

Digital MSK cannot replace the hands-on experience of a physical therapist.

FACT

While hands-on treatment is invaluable, digital MSK tools extend a clinician's reach, allowing them to guide patients through their recovery with knowledge and personalized care plans, demonstrating that the clinician's expertise extends beyond their hands to their strategic use of digital tools.

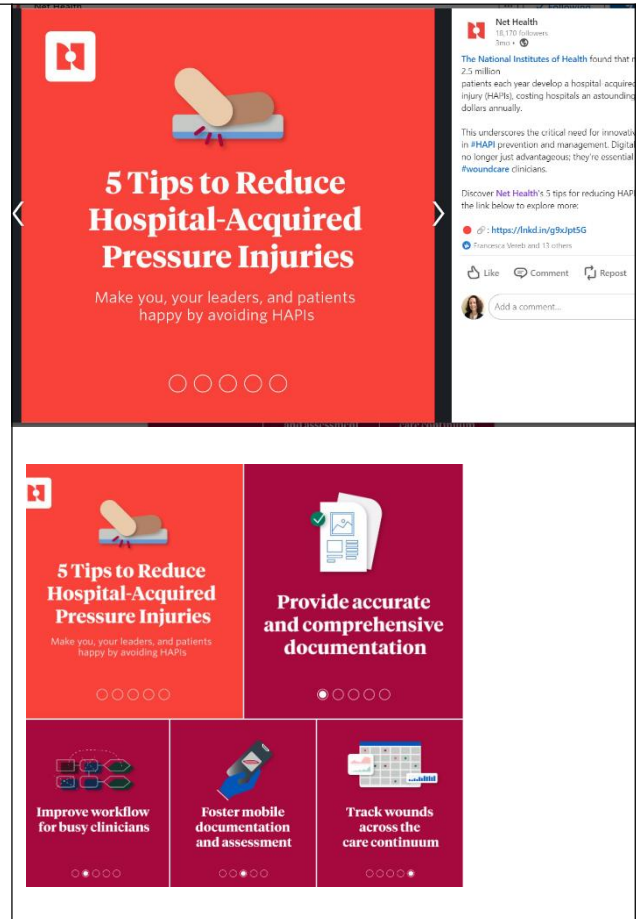
MYTH

Telehealth and digital tools may detract from patient care and the personal connection between clinician and patient.

FACT

Data collected during the pandemic and various studies show that digital MSK, when implemented properly, can significantly improve patient outcomes.

Carousel infographic that has five tips for something.



Psychospiritual tips to inspire



Stat boxes that just have one stat with a graphical illustration to drive home something that is relevant to what we do

February is [#NationalCancerPreventionMonth](#). Did you know new cancer diagnoses are rising and could top 2 million in 2024? That's an average of 5,480 new diagnoses each day. [...see more](#)



Every 15 seconds

Someone in the United States
is diagnosed with cancer

per American Cancer Society

[Learn more about cancer support](#)



Calm
303,467 followers
5d •



Employers have been laser focused on helping employees feel better, but the needle isn't moving. As an HR/benefits leader, where do you go from here? [...see more](#)



69%
of employees
say their
mental health
worsened or
stayed the
same last year.



Source:
Calm 2024 Voice of
the Workplace Report

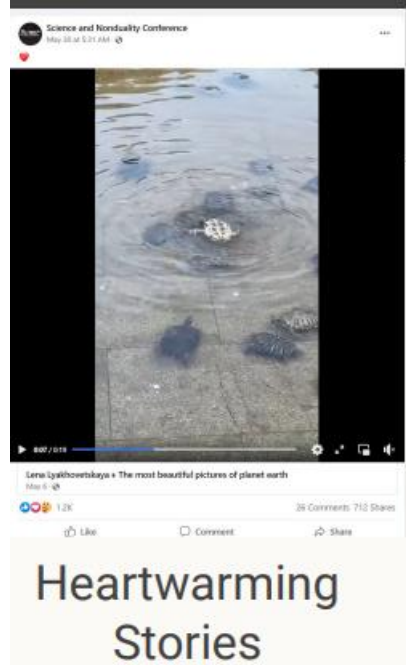
✦ Takeaways

✦ How can HR/benefits leaders improve employee mental h...

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2 comments • 12 reposts

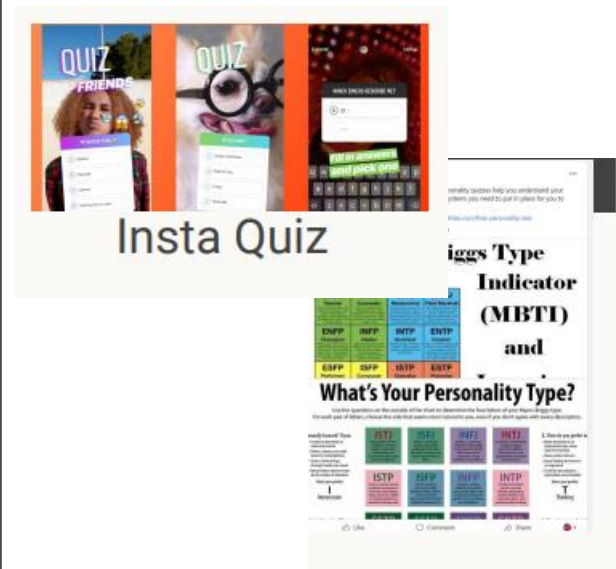
Heartwarming stories not necessarily about spirituality but that evoke spiritual feelings, like this turtle story.



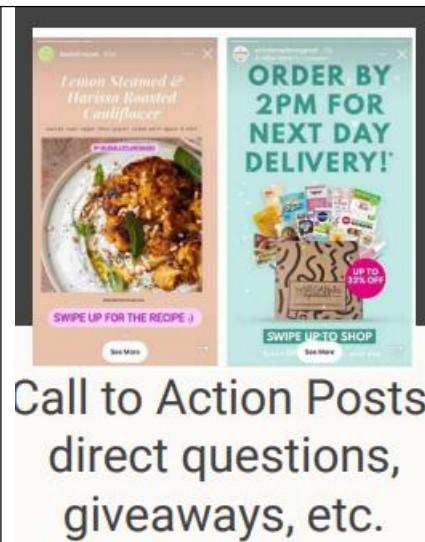
Simple how-to-guides on meditation or inquiry – either videos like this one or a carousel.



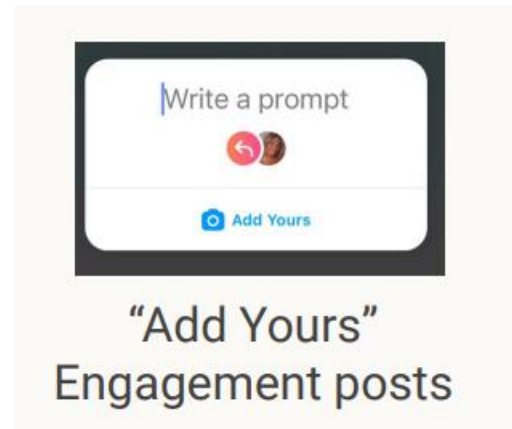
Quizzes about spiritual things, enneagram, etc.



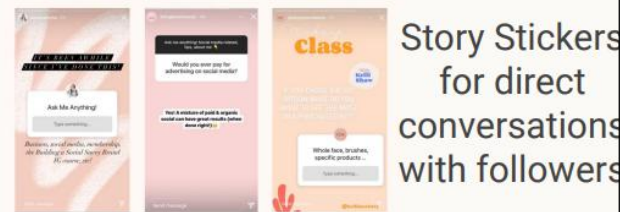
Call to action posts to drive traffic and registrations.



Prompted posts to encourage the public to engage, share ideas, thoughts, feelings, images, experiences, etc. in guided ways that give gentle interactions.



Story Stickers allow the public to engage in quick yet meaningful ways by tapping on a choice that is offered in a story or by replying in a story comment box to a prompted question.



Video Save the Dates to promote events

[\(25\) Post](#) | [LinkedIn](#)

