



We're here to help you manage your Social Media and gain success!

BEAU*MONDE
— ORIGINALS —

Social Media
Management

WWW.BEAUMONDEORIGINALS.COM



Social Media Goals:

Engage existing audience around your brand and services to build and encourage loyalty.

Educate potential or existing customers on the topic of nutrition and introduce a healthy way of living to them.

Enable your customers to succeed at what they came to do - better themselves.

Entertain your audience so they engage and pay attention and **Increase** the number of followers and engagement.

Build new partnerships with other food and nutrition organizations, corporations, retails, mainstream media outlets.

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About / Style:

Tone:

**Colorful
Good Vibes
Positivity
Social butterfly
Welcoming
Exciting
Urban
Relatable**

Theme:

**Nutrition is
relatable, simple,
enjoyable, and
realistic**

Beliefs:

**Providing affordable nutrition
services to disadvantage and
minority communities, cultural
awareness in nutrition and dietetics.**

&

**All individuals, regardless of
socioeconomic status, deserve to
have access to quality nutrition
services.**

Brand:

**Relatable
Simple
Community
Professional
Easy to work with
Community
Empowering**

Services:

**Virtual Classes
Nutrition Membership
Corporate Wellness
Programs
Nutrition Expert
Events / Collabs**

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Branding:

Text: Century Gothic *Susie's Hand* **Lato**
(Used in previous social media graphics)

Colors:



(Hex): abcf51 4ad2ca f3da34 f76c21 c5124d

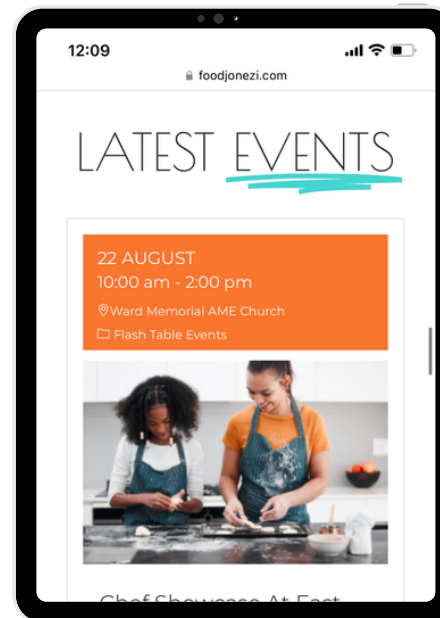
Design elements:



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Online presence to maintain

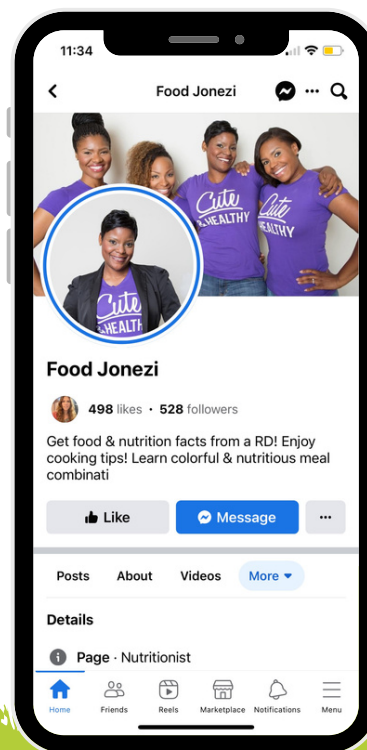
www.foodjonezi.com



Instagram



Facebook



Twitter



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Strategy:

Frequency:

1-2 regular posts per week with engagement and responses as needed. + occassial bonus posts like holidays, features, etc.

Platforms:

Facebook, Instagram, Twitter, You Tube

Later add:
LinkedIn, Tiktok

Custom #'s for Food Jonezi:

#HealthyEating
#NutritionTips
#WellnessJourney
#EatClean
#Healthylifestyle
#SelfLove
#HealthyFoodInspo
#WholeFoods
#BalanceDiet
#WellnessGoals
#NutritionFacts
#MindfulEating
#HomeMadeHealthy
#FreshIngredients

#PlantBasedDiet
#HealthyRecipes
#FitnessFuel
#EatWellLiveWell
#NutritionEducation
#WellnessKitchen
#HealthyFuture
#WellnessWarrior
#NutrientRich
#HealthyHabits
#HolisticHealth
#WellnessCommunity
#BalancedEating
#NourishYourBody



What will we be posting?

It really all depends on the content that is provided. We will fit anything you would like into the posting schedule! Any tid-bit of information or message you want to get across to your audience can be shared in a creative way.

Sample month:

week 1 - Monday: Events happening that week

Wednesday: Want it Wednesday (Recipe)

week 2 - Monday: Highlight a big upcoming event

Tuesday: Tips - a new nutrition or wellness tip with graphic

week 3 - Monday: Events happening that week or recap of weekend event

Thursday: This or That? Healthy food swaps with graphic

week 4 - Tuesday: Tips - a new nutrition or wellness tip with graphic

Friday: Fitness info - share something to get clients moving

+ any features, additional info needing to get out, and holiday post will go up

Recommended: Provide content by the end of the month so that a monthly plan can be put in place. We can always add time-sensitive material as it comes up.

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Food Jonezi
Published by Melanie Weitzenkorn · August 18 at 10:35 AM · 🌐

If you're a DC Senior living in Ward 5, head on over to the [Hayes Senior Wellness Center](#) - our Nutrition Education Session is starting soon! Contact Mr. Meeropol at 202-727-0357 with any questions. See you there!

#healthyrecipes #healthyfood #wellness #learntocook #learntocookhealthy #DCcooking #DCnutritionist #nutritionist #senioractivities #cookingforseniors #cookingeducation #nutritioneducation #behealthy #behealthybehappy #thingstodoindc



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Monday Motivation

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Benefits of Fruit and Vegetable

- 1 Fruits and vegetables help you maintain good health.
- 2 Lots and lots of fiber.
- 3 They're low-calorie and low-fat.
- 4 Protect against cancer and other diseases.

Liked by bhawkn and others

foodjonezi 🍎🥬 Nourish your body, feed your soul! Discover the incredible benefits of nature's colorful bounty. 🌈 #FruitfulHealth

#VeggieVitality #veggies #fruits #registereddietitian #eathealthy #eatclean #framersmarket #foodjonezi

Food Jonezi @FoodJonezi · Aug 23, 2021

What tip would you give someone who wants to stick to their diet & keep their blood sugar under control, however be able to enjoy their time during the weekend or an outing with friends/family? Have a garden salad instead of warm bread & butter.

#diabetes #health #dietitian

Swap this for that

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0:05

With a mixture of high quality images and graphic elements, your ideas will reach your audience in a creative and engaging way. Posting is only part of social media management. We will also regularly check for notifications, comments, new likes/follows, and interact with your current fan base and industry leaders, and also find new ones!

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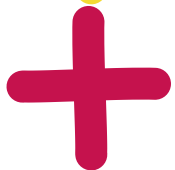
Ideas to grow:



Grow Youtube (in progress)



Add LinkedIn Management



Add Tiktok



Add photo and video shoot for fresh content



Add blogging (website)