

Best Practices for Social Media



Define & Stay On-Brand

- Clearly communicate who you are, what you stand for, and the value you offer.
- Maintain a consistent tone, voice, and visual identity across all posts.

Be Consistent

- Post regularly using a consistent style and schedule.
- Consistency reinforces recognition and keeps your audience engaged.

Create High-Quality, Valuable Content

- Use clear photos or branded graphics that educate, inform, or inspire.
- Strong visuals and helpful content build trust and credibility.



Tag, Hashtag & Optimize

- Tag @BoironUSA and relevant partners when appropriate.
- Use 3-10 relevant hashtags to increase reach and discoverability.

Engage With Your Audience

- Respond to comments, collaborate with partners, and connect authentically.
- Engagement strengthens community and builds relationships.

Track & Improve Performance

- Monitor likes, shares, comments, saves, and link clicks.
- Use insights to refine content and improve results over time.

Platform-Specific Tips



Instagram

Best used for visual storytelling and brand awareness.

- Share strong images, carousels, reels, and stories
- Use relevant hashtags
- Add clear calls-to-action
- Use Stories for polls, Q&As, and quick updates
- Reshare content to extend reach



Facebook

Best used for updates, resources, and in-depth communication.

- Use longer captions for context
- Share clickable links in posts
- Post announcements, events, and articles
- Prompt engagement with questions
- Reshare key posts and promotions



TikTok

Best used for short-form content and behind-the-scenes moments.

- Hook viewers within the first few seconds
- Keep content fast-paced, casual, and authentic
- Use on-screen text for key points
- Follow trends when relevant
- Focus on quick tips or highlights



Boiron Social Media Guidelines

These guidelines are intended to help you successfully promote Boiron's products on social media, engage with relevant audiences, and drive conversions.

Do's

- Tag @boironusa; Use hashtag #BoironUSA
- Always include the disclaimer with any product indication mention: "Always read and follow label directions"
- Highlight key product features and benefits using the product descriptions for accuracy
- You may mention that Boiron products are homeopathic as a selling point
- Share helpful content like tutorials, tips, or guides, and host giveaways to engage your audience

Don'ts:

- No trademark or registered symbols are needed next to product names
- Avoid using terms like "natural," "safe," "effective," "heals," "prevents," or "cures," or "remedies"

General

- Headlines:
 - A Better Way to Feel Better
 - Be Your Best with Boiron
- Content idea:
 - Video/Image: Keep your audience informed about new product launches, restocks, or any updates related to our product catalog.

CCF

- Headlines:
 - Be Well & Stay Well with (Product Name)
 - Relief for the Whole Family
 - Take at the First Sign of Symptoms
 - Content idea:
 - Video/Image: Lay out our products with a few items, such as tissues, tea, etc.
- [CCF Product Descriptions](#)

Allergy

- Headlines:
 - Don't Let Allergies Slow you Down
 - Stay Strong Against Allergies
 - Spring into Relief
 - Content idea:
 - Image/Video: Show the audience where they can find AllergyCalm in your store.
- [Allergy Product Descriptions](#)

Baby Line

- Headlines:
 - Worry-Free Wellness for Your Baby
 - Less Fuss, More Giggles
 - Relief is Just a Squeeze Away
- Content idea:
 - Video/Image: Create a baby bundle basket, include our baby products and other items.

[Kids & Baby Product Descriptions](#)

Pain

- Headlines:
 - Reach for Arnicare
 - Do More of What You Love Without the Pain
 - Don't Let Pain Slow You Down
- Content idea:
 - Video/Image: Share what are your workout essentials, featuring some of our pain relief products.

[Pain Relief Descriptions](#)

First Aid

- Headlines:
 - Your Skin's Best Friend
 - A Plant-Powered First Aid Choice
 - Nature Has All Kinds of Power
- Content idea:
 - Video/Image: Share positive reviews or testimonials from satisfied customers that have used our products.

[First Aid Product Descriptions](#)

Stress & Sleep

- Headlines:
 - Calms Restless Sleep
 - Plant-Powered Sleep Aid
 - Find Your Calm
 - Calm Mind & Body
- Content idea:
 - Video/Image: Align our product with current seasons, for example Daylight Saving time.

[Stress & Sleep Product Descriptions](#)

Singles

- Headlines:
 - Looking for Single Medicines?
 - Relief is Just a Twist Away
 - Homeopathic relief that's targeted to your symptoms.
- Content idea:
 - Video/Image: Fill your basket with our cold and flu single medicines.

[Single Medicine Product Descriptions](#)



Scan for more information