

# BEST PRACTICES FOR SOCIAL MEDIA

## GENERAL BEST PRACTICES



### STAY ON-BRAND

Maintain our tone, voice, and visual identity.



### USE HIGH-QUALITY VISUALS

Clear photos or branded graphics perform best.



### WRITE ENGAGING CAPTIONS

Be clear, informative, and relatable.



### TAG AND HASHTAG

Tag @BoironUSA and relevant partners; use 3–10 relevant hashtags.



### BE CONSISTENT

Stay consistent with your content schedule.



### MONITOR PERFORMANCE

Track likes, shares, saves, comments, link clicks.

## PLATFORM-SPECIFIC TIPS



### INSTAGRAM

- Prioritize reels, carousels, and stories to boost visibility
- Use 5–10 relevant hashtags to increase reach
- Add a call to action like “Send this to a friend” or “Save this post for later”
- Engage followers with polls, Q&As, and stickers in stories
- Reshare Ideas:
  - Share BoironUSA posts to your story
  - Save and repost graphics/videos with a personal touch
  - Use “Add to Story” for blog/product shares



### FACEBOOK

- Write a short, engaging intro + a clickable link
- Upload your own content or Boiron-created photos or videos
- Respond to comments
- Reshare Ideas:
  - Click “Share” on BoironUSA’s posts
  - Add a comment when resharing posts
  - Share promos, giveaways, event posts



### LINKEDIN

- Use a professional tone
- Share blogs, media coverage, thought leadership
- Use 1–3 industry hashtags (#homeopathy, #wellness)
- Tag colleagues or organizations
- Add a takeaway or insight to each post
- Reshare Ideas:
  - Reshare BoironUSA’s posts and comment on them to boost engagement.
  - Highlight relevant industry news, partnerships, or events to show involvement in the field.



# 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"

## GENERAL

- **Headlines:**
  - A Better Way to Feel Better
  - Be Your Best with Boiron
  - Help Your Body the Natural Way
- **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 cold and flu products with a few items, such as tissues, tea, etc.

[CCF Product Descriptions](#)

## ALLERGY

- **Headlines:**
  - Don't Let Allergies Slow you Down
  - Stifle Those Sneezes with (Product Name)
  - A Pure Way to Relieve Allergies
- **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](#)



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