

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 Arnica
 - 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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