



SOCIAL MEDIA CAMPAIGN

LET'S GET STARTED



JESS JONES
RECREATION THERAPY
CONNECTION CREATIVITY CURIOSITY
LEISURE IS LIVING!



MEET THE TEAM



FRANCINE
LEE

A communication and media practitioner and multimedia specialist with over 20 years experience. She has been involved in the publishing of content on various platforms, from CD-ROMs to DVD and now primarily television and the Internet.



SAHIL
PADHIYAR

A sound engineer, boom operator, and post-production specialist with expertise in sound design, Foley, ADR, and dialogue editing. He has worked on films, documentaries, and music productions, collaborating with international directors to craft immersive audio experiences.



TRISHAGNI
BARUA

A photographer and social media strategist passionate about visual storytelling. She specializes in fashion, product, and on-set photography, helping brands create compelling and authentic content.



BURHANUDDIN ALI
KAGALWALA

A social media strategist and a content creator in the food industry, with over two years of experience in the digital marketing industry specializing in storytelling and branding.



ABOUT JJRT

- Jess Jones Recreational Therapy (JJRT) was launched in May 2021 with the goal of supporting individuals of all ages and abilities to discover how recreation therapy can improve social, emotional, cognitive, and physical health
- as London's first brick-and-mortar therapeutic recreation centre, the organization operates under the mission "Leisure is Living" and upholds the core values of connection, creativity, and curiosity
- what sets JJRT apart from its competitors is its fundamental focus on leisure as the foundation for personal growth, connection, and empowerment. It more than service delivery; it's a holistic experience
- services offered include Autism Support, Respite Support, the Leisure Learning Lab, Workshops and Pop-up Classes, Youth Programs, Counselling and Support, and its flagship offering, Recreation Therapy





EXECUTIVE SUMMARY

The strategy for Jess Jones Recreational Therapy (JJRT) is to educate, inform and engage the digital audience and focuses on addressing two key issues that were identified during the research and assessment phase:

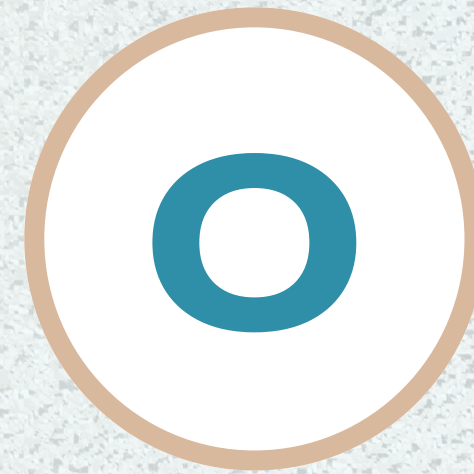
- What is recreational therapy?
- How does recreational therapy create value?

By addressing knowledge gaps, JJRT will convert the curious to the informed. Many potential clients and referral sources may be unfamiliar with recreational therapy or have misconceptions about its practices and benefits. Clear, educational and informative content removes these barriers to engagement.

Amplifying the specific value of recreational therapy connects services directly to audience needs. When followers can clearly see how these therapies might benefit them or their loved ones, they're more likely to follow, engage, and eventually convert to clients.

The team uses a multi-channel and media approach to achieve these objectives. Content will be tailored for JJRT Instagram, Facebook and LinkedIn. This includes carousels, interactive posts (quizzes, surveys), promotions, short-form videos, testimonials, behind-the-scenes and live sessions. The approach is as varied, engaging and dynamic as the practice of recreational therapy.

The multi-format approach ensures the content reaches different audience segments with varying content preferences. Some people prefer quick visual explanations while others want in-depth information—by addressing both questions across multiple formats, JJRT can attract and retain a diverse digital audience.



STRENGTHS

- Differentiate themselves from generic wellness facilities by providing specialized services in recreational treatment
- Strong client connections are probably the result of the individualized, comprehensive approach
- Possibilities for incredibly captivating visual and testimonial-based material; community-focused initiatives that have a tangible influence

WEAKNESSES

- Insufficient online presence or knowledge of the advantages of recreational treatment
- Lack of internal experience in creating content; inconsistent branding or messaging on social media

OPPORTUNITIES

- Educational content around recreational therapy can position JJRT as a thought leader
- Collaborations with local health orgs or influencers in the wellness space
- Use social proof (e.g., testimonials, success stories) to boost trust
- Create seasonal or wellness-themed social campaigns

THREATS

- Misconceptions or lack of public knowledge about what recreational therapy entails
- Competing health/wellness services with larger marketing budgets
- Platform algorithm shifts could reduce visibility of educational content



TARGET AUDIENCE



Primary Audience

- Neurodivergent individuals (children, youth, and adults)
- Individuals with disabilities or mental health challenges



Secondary Audience

- Parents and caregivers looking for therapeutic support
- Educators and healthcare professionals



Tertiary Audience

- Local organizations focused on mental health and inclusivity
- Community members advocating for accessible therapy services



OBJECTIVES

- Build awareness of Jess Jones Recreation Therapy and its role in supporting neurodivergent individuals
- Establish a strong online presence to reach and connect with the target audience
- Provide valuable content that educates, informs, and engages the community

GOALS

- Grow social media engagement by 40% over three months through interactive content
- Increase website visits and session bookings by implementing targeted digital campaigns over three months
- Develop meaningful collaborations with mental health advocates and organizations
- Create an active and supportive online community that encourages participation and discussion



PLATFORM STRATEGY



Platform	Content Type	Posting Frequency
Instagram	Interactive reels, carousel posts, client testimonials, behind-the-scenes, therapy tips	4 times per week
Facebook	Human Impact stories, event updates, live Q&A sessions for one hour	Twice per week/bi-weekly
LinkedIn	Professional insights, partnerships, blogs and CTA content	Twice per week



CONTENT STRATEGY



CONTENT PILLARS

EDUCATE

- What's recreational therapy?
- RT Benefits
- RT ABCs
- Play that Heals: How to Tutorials, Activity Spotlight, Did You Know?
- RT Connect
- Weeks to Wellness

PROMOTE

- Moments for Moms
- Anniversary
- Autism Awareness
- RT Connect

INSPIRE

- Play that Heals: Success Stories
- A Day in the Life of RT
- Weeks to Wellness
- Finding Your Fit: Challenges

ENTERTAIN

- RT ABCs
- Fun Fact
- Play that Heals: Surveys and Quizzes




CONTENT CALENDAR



SUN	MON	TUE	WED	THU	FRI	SAT
<u>WHAT'S RECREATIONAL THERAPY</u> Post a video or geaphic explaining in clear concise language what is recreational therapy?	<u>RT BENEFIT: DEVELOPING SKILLS</u> This section will speak to the benefits of recreational therapy. One benefit will be highlighted per day.	<u>RT BENEFIT: PROMOTE INDEPENDENCE</u> Posts can be created using image carousels	<u>RT BENEFIT: MANAGE EMOTIONS</u> Or a doodly video using a before and after approach	<u>RT BENEFIT: IMPROVE STRESS MANAGEMENT</u> Written testimonial	<u>RT BENEFIT: IMPROVE SOCIAL ENGAGEMENT</u> Memes and trending content	<u>RT CONNECT: WEEKLY LIVE SESSION</u> Allows connection with the audience in real-time. All promotions will be launched here
<u>MOMENTS FOR MOMS:</u> A video highlighting the recreational therapy services for mothers and caregivers. Include a promotional doscount for the first ten sign ups.	<u>HOW DOES RT DIFFER FROM OTHER FORMS OF THERAPY?</u> Post a short reel showing the two different approaches to therapy (talk versus movement) and how they complement each other.	<u>RT ABCS: GAMES/CHARADES</u> A video posts where an employee acts out a word associated with recreational therapy and you invite users to guess.	<u>RT ABCS; INTERACTIVE POSTS</u> What do you think the well-being means in recreational therapy? Look out for the answer in our live session.	<u>RT ABCS: REELS</u> Short video clip of an employee describing the term followed by the action.	<u>RT ABCS: QUIZZES/SURVEYS</u> What would you want to do in your recreational therapy session?	<u>RT CONNECT: WEEKLY LIVE SESSION</u> Allows connection with the audience in real-time. All promotions will be launched here
<u>PLAY THAT HEALS:HOW TO TUTORIALS</u> Post a short-form video of Crocheting, Embroidery, Cross-Stitch 101. Can be user generated content	<u>PLAY THAT HEALS: ACTIVITY SPOTLIGHT</u> Highlights specific activties and the benefits in recreational therapy. For example, cooking, watercolour painting	<u>PLAY THAT HEALS: BTS</u> A carousel or videos showing what happens when setting up to host an event. For example, drum circle	<u>PLAY THAT HEALS:SUCCESS STORIES</u> Feature stories from clients that have benefitted from a particular activity	<u>PLAY THAT HEALS: DID YOU KNOW?</u> Post interesting facts about an activity and how it is used in recreational therapy. For example, did you know lego is used to promote problem solving?	<u>PLAY THAT HEALS: QUIZZES AND SURVEYS</u> Which activity best represents how you feel today?	<u>RT CONNECT: WEEKLY LIVE SESSION</u> Allows connection with the audience in real-time. All promotions will be launched here
<u>A DAY IN THE LIFE OF RT; REFRESH SUNDAYS</u> Posts tips using carousels for how to prepare for the upcoming week.	<u>A DAY IN THE LIFE OF RT: MOVEMENT MONDAYS</u> Short videos that highlight activities that boost energy. For example, feeling sluggish after lunch? Find the stairs and take a quick energizing climb to get your focus back on track!	<u>A DAY IN THE LIFE OF RT: TELLING TUESDAYS</u> Short-form video using the power of storytelling to share how recreational therapy is helping persons achieve their goals.	<u>A DAY IN THE LIFE OF RT: WINNING WEDNESDAYS</u> A video encouraging persons to celebrate an achievement by using time as the currency, not money. Ask persons to share their videos with the rrelevant hashtag	<u>A DAY IN THE LIFE OF RT: TRYING THURSDAYS</u> Encourage persons to try a new activity or recreational therapy.	<u>A DAY IN THE LIFE OF RT: FRIENDSHIP FRIDAYS</u> Ask employees to share fun facts about their longest friendships. A reel challenging persons to speak to one new person.	<u>RT CONNECT: WEEKLY LIVE SESSION</u> Allows connection with the audience in real-time. All promotions will be launched here
<u>WEEKS TO WELLNESS</u> Using the 12-week model, videos are posted that introduce new habits and activities in a guided way	<u>FUN FACT</u> These posts can be varied, carousels, short-form videos, reels, interactive posts and seek to break-up the content, build engagement and grab attention	<u>FINDING YOUR FIT</u> Create a challenge that will motivate and engage the audience 7-30 -Days of gratitude journal				

POST MOCKUPS - FACEBOOK / LINKEDIN


 Jess Jones Recreation Therapy Inc.


...


Can you relate? That silent, awkward exit strategy when social situations become overwhelming...


At Jess Jones Recreation Therapy, we understand social anxiety isn't just about "being shy." It's a real challenge that can make everyday interactions feel exhausting. That's where recreational therapy comes in! #LeisureIsLiving #PlayWithPurpose #SocialConfidence





Me taking one last look before I leave a party early and unannounced




 Like

 Comment

 Share


   


Leveraging memes and trending content


 Jess Jones Recreation Therapy Inc.


...





Ever felt the freedom of just letting go and creating? 🎨🌟 No rules, no expectations—just pure expression. Art has a way of healing, and at Jess Jones Recreation Therapy, we embrace that. Come get your hands messy, explore your creativity, and experience the joy of self-expression with us! #RecreationalTherapy #HealingThroughArt #CreativeFreedom #MindfulMoments #ArtForTheSoul #JoinTheExperience



 Like

 Comment

 Share

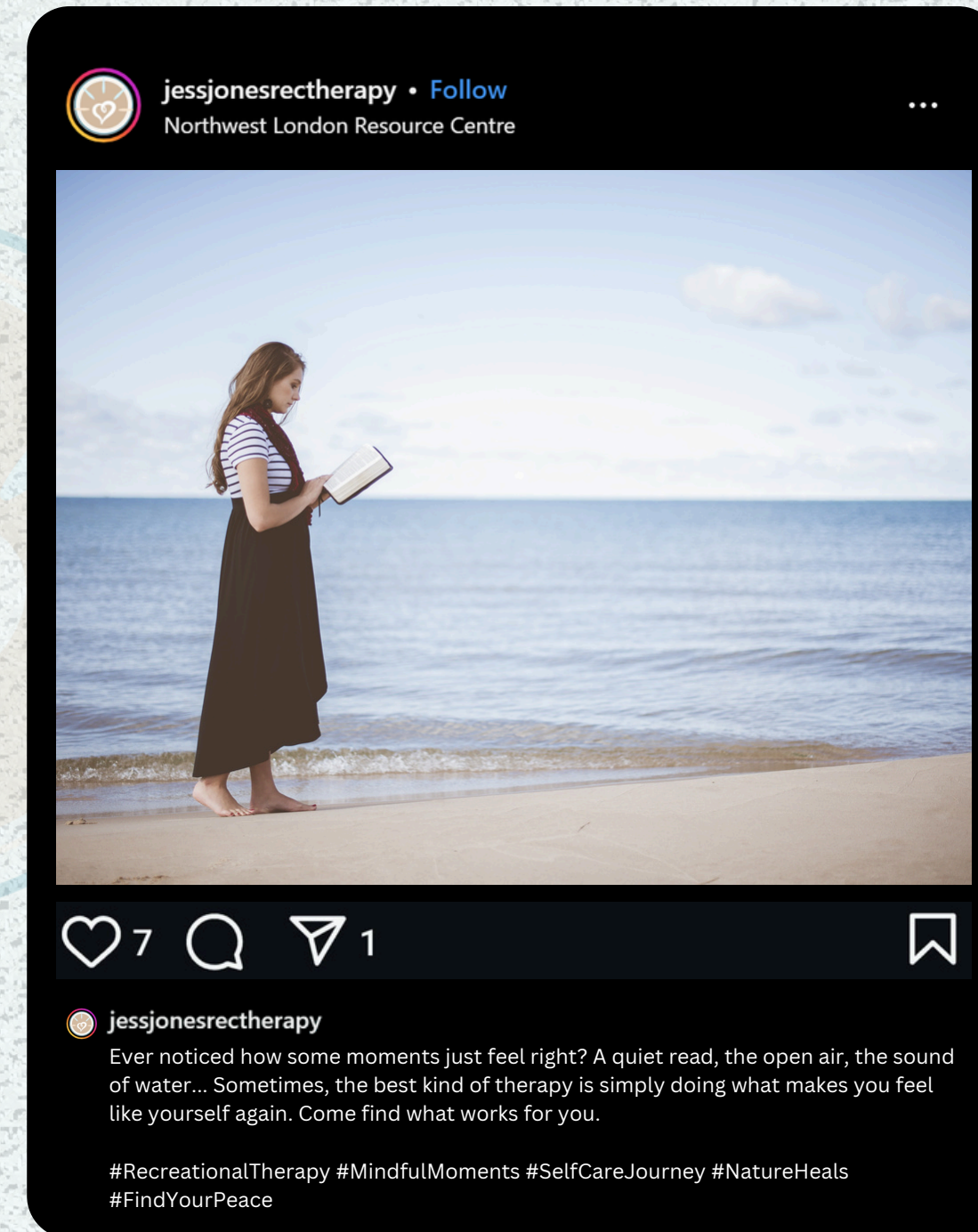
   

Play that Heals: Activity spotlight

POST MOCKUPS - INSTAGRAM



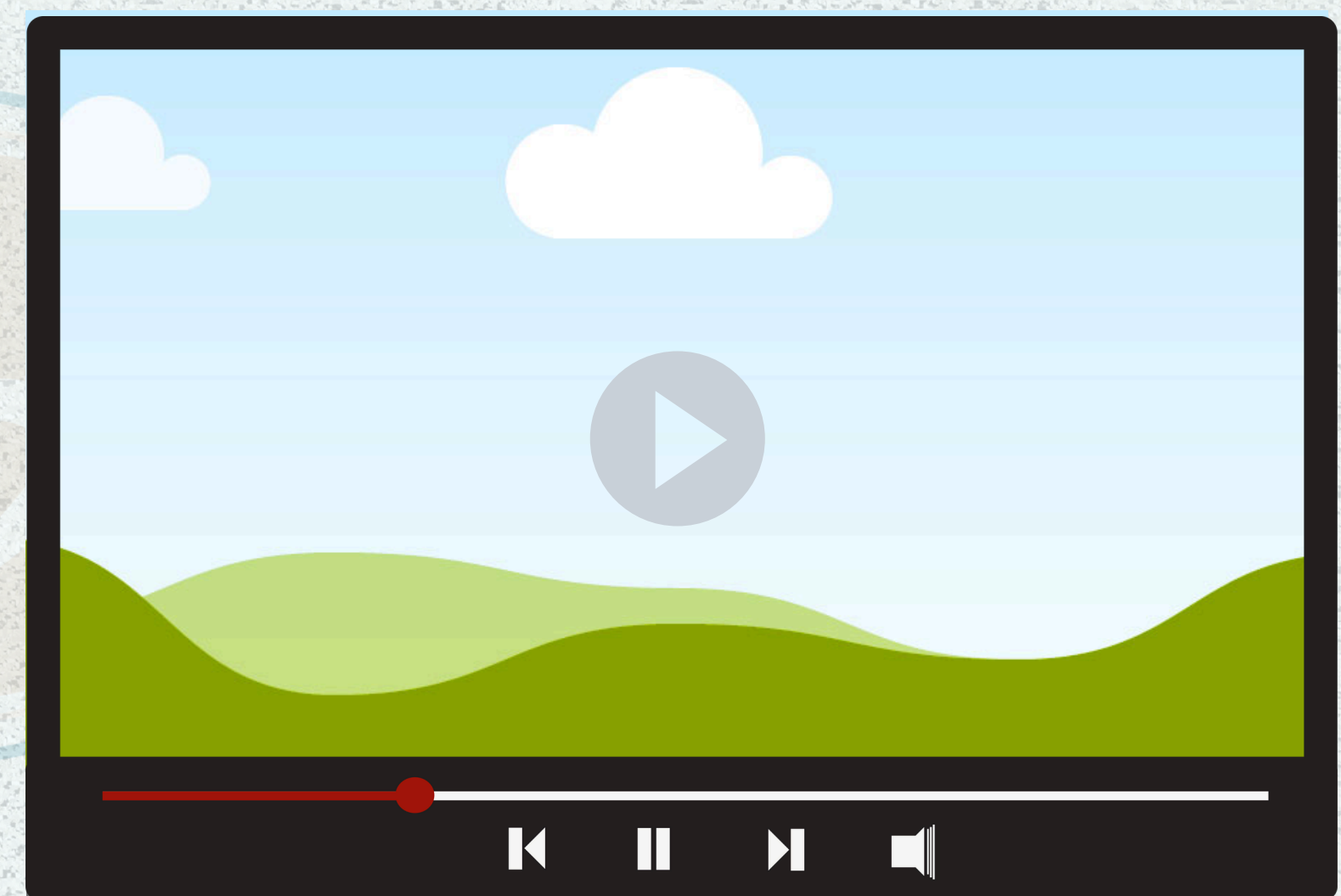
Behind the scenes of sharing stories that matter



Finding your Fit



POST MOCKUPS VIDEOS



<https://drive.google.com/drive/folders/1F4TYvR5YIUqAtscdVAcAyqzB83LnrLnq?usp=sharing>



ENGAGEMENT STRATEGY



Content Themes

- Success Stories: Share real-life experiences of therapy clients (with consent)
- Behind-the-scenes: Show therapy sessions in action to build trust
- Educational Content: Explain the benefits of therapeutic recreation with informative posts
- Interactive Polls & Q&A: Engage the audience with weekly question boxes
- User-Generated Content: Encourage clients and caregivers to share their experiences

Call-to-Actions (CTAs)

“Book a Free Consultation Today!”

“Follow Us for Therapy Tips & Success Stories!”

“Join Our Community & Discover Creative Healing”



ENGAGEMENT STRATEGY



Hashtags

#LeisureIsLiving - captures the mission statement and core philosophy

#ConnectionCreativityCuriosity - reflects the core values and indicates the purpose and direction

#RecTherapyWorks - highlights the effectiveness of recreational therapy

#PlayWithPurpose - reflects the intentional therapeutic benefits of play

#JJRTCommunity - builds a sense of belonging and connection

#WellnessThroughPlay - connects recreation to health outcomes

#MomsNeedLeisure - specifically for the "Moments for Moms" content

#HealingThroughFun - emphasizes the "Play that Heals" content

#LeisureLearningLab - promotes a specific program

#FindYourPlayStyle - relates to the "Finding your Fit" content

#RTConnect - ties to the weekly live sessions



ANALYTICS AND REPORTING



KPIS

- Engagement Rate – Likes, comments, shares per post
- Reach & Impressions – How many people see the content
- Follower Growth – New followers gained weekly/monthly
- Click-Through Rate (CTR) – From posts to links or bio
- Conversions – Bookings, website visits, DMs from posts
- Top-Performing Content – Identify what resonates most by platform

REPORTING TOOLS

- Meta Business Suite (Facebook & Instagram insights)
- Google Analytics (Track website/social traffic & behavior)
- Canva or Google Sheets – Custom dashboards and monthly reports



RECOMMENDATIONS



- Implement a working social media strategy. Create one that suits your needs; it does not mean that you will post content on a daily basis as the goal is to maximize engagement
- Avoid posting for the “just because” reason
- Develop a brand voice and use it consistently across all platforms
- Harness the power of AI. Can assist in creating quick engaging posts or doing voiceovers for videos
- Analyze the feedback from your audience. This will help to determine future post content
- Take the Digital Communication Management course at Fanshawe College and/or employ the students



REFERENCES



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NEXT STRIDE

EMPOWERING THE NEXT STEP IN DIGITAL SUCCESS

226-582-7470

1001 Fanshawe College Blvd, London, ON N5Y 5R6

optimization.nextstride@gmail.com

www.nextstride.ca



THANK YOU

QUESTIONS?



JESS JONES
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CONNECTION CREATIVITY CURIOSITY
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