

Closing the Comfort Gap: Introducing Additional Social Media Support

“Social media doesn’t fix anything, it just amplifies things.” – Scott Stratten (@unmarketing)

At OrthoLazer, we appreciate the sentiment shared above. To us, social media is not the “be all, end all” but a valuable tool at our centers’ disposal to amplify the tremendous impact they are having on people in their community. As we mentioned in an earlier communication, we have been busy exploring opportunities to improve the way we support our centers in their social media efforts.

Below are specifics about some new social media resources that are now at your disposal:

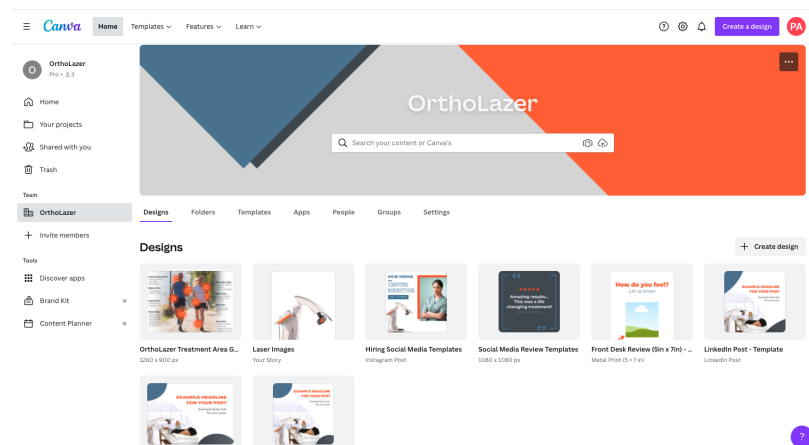
OLC Biweekly Facebook Posts

- On Tuesdays and Thursdays each week we will be posting two Facebook posts. These posts will filter automatically to your center’s Facebook page without having to do anything. You may have noticed that we’ve already started the bi-weekly postings.

We are currently building out our content calendar approximately a month in advance, so if you ever have ideas for topics or posts that would benefit all centers, please don’t hesitate to share your thoughts with us. Our best content often comes directly from our centers, so don’t be shy, we love to hear from you!

Empowering You to Design Tool

- We have invested in an online design and publishing tool called Canva which we are providing to our centers to create easy and professionally designed social media posts. Within the Canva tool, you will have access to literally everything you would need to support your social media efforts.





Imagine a place where you have OrthoLazer brand standards, social media templates, access to an unlimited library of images, a calendar for planning out your social media posts, one-click posting to various social media sites, and so much more. That's OrthoLazer Canva. And now it's yours!

Here is a link to activate your OrthoLazer Canva account:

<https://www.canva.com/brand/join?token=C0TMF44QR7oBqitdWYDX7w&referrer=team-invite>

To support your efforts with OrthoLazer Canva, here are a few video walk-throughs:

- [Setting up your Canva Account](#)
- [The Canva Interface](#)
- [How to Create a Social Post from a Template](#)
- [How to Create a Social Post from Scratch](#)

If you want further explanations, please let us know and we'll create additional training videos for you. This is a living and breathing resource.

We will also be hosting a live OrthoLazer Canva webinar on **Thursday May 5th at Noon Eastern Time** (email invite to follow) where we will walk through the tool in more detail and answer any questions you may have. We will record the webinar and share it for those that are unable to attend.

We recognize that some of our centers manage their own social media efforts, while others outsource their efforts to either professional resources or rely on someone they know personally that's skilled and comfortable with social media. Regardless of how you manage your social media, these new resources are available and can be shared.

We encourage you to take the time to get comfortable with OrthoLazer Canva and make it your own. Have some fun and enjoy taking your social media efforts to the next level!

We are excited to continue to evolve our community support for our centers and these new social media resources should meet all our centers where they are on the social media journey.

Please be on the lookout for an invite to our upcoming OrthoLazer Canva webinar.

In social media we trust,

The OL Franchise Success Team