

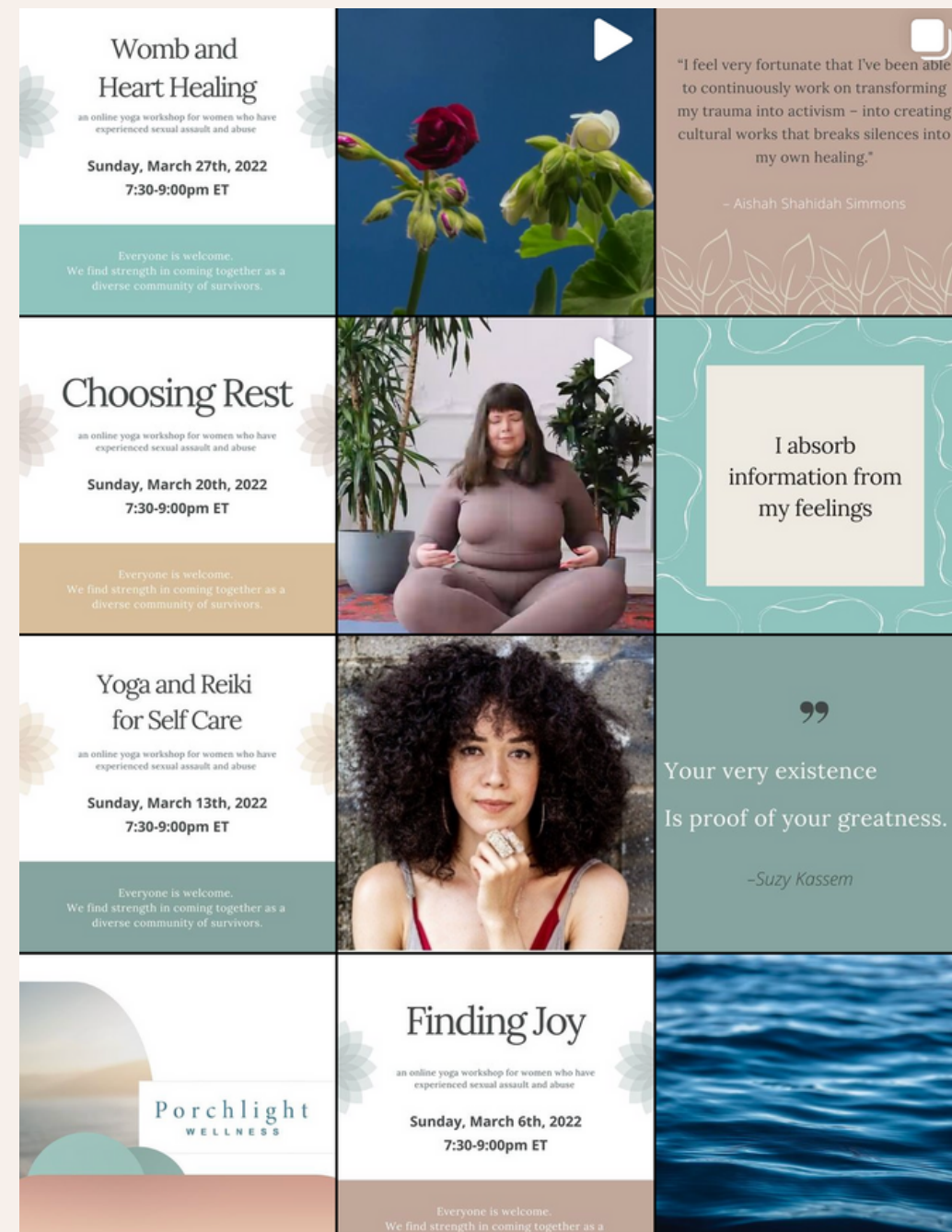
CASE STUDY: SOCIAL MEDIA MANAGEMENT

Porchlight Wellness Instagram Growth

PROJECT

Porchlight Wellness (formerly known as Woman Warrior Yoga) provides healing yoga and meditation workshops for women who have experienced sexual assault and abuse. Their workshops are a safe space where women learn yoga and meditation techniques that are proven to reduce the impacts of post-traumatic stress.

We began working with Porchlight Wellness to support them with social media management. Because of the trauma associated with sexual assault, we worked closely with Porchlight's founder to learn the nuances of making the Porchlight channels a safe and welcoming space.



RESULTS

Our first project was to build a cohesive and visual brand for the channels. We created graphic templates and a posting pattern to pull together the Instagram feed. We used these templates to create evergreen content of affirmations, mantras, survivor stories, and inspirational quotes. To create original Porchlight Wellness content, we repurposed content from the abundance of resources on the Porchlight website for Facebook and Instagram.

In the first 7 months alone, we saw a following increase of over 400% on Instagram, and the numbers continue to grow.