

CoordiKids

Childhood Development Programs

Social Media Management

The Brand:

CoordiKids is a company head-quartered in Australia, but with a global network of providers. They offer virtual courses and consultations for early childhood development and occupational therapy.

Social Media Objectives:

- Create brand awareness in new regional markets, namely the USA
- Re-establish brand continuity among channels
- Generate traffic to blogs and website
- Use Facebook and Instagram advertising to convert sales



#1 Tip from a Parent

Video – lists of tips

“Our Mission”

Is Your Child Struggling with...

_____’s Story (a testimonial)

How does it work?

What is an occupational therapist?

Blog title

“We see all that you do, mum/dad...”

Humor: Parenting Memes

“Thank you to our teachers!”

Humor: Teacher Memes

Polls to Parents

Shareable quotes

Sample Post Categories



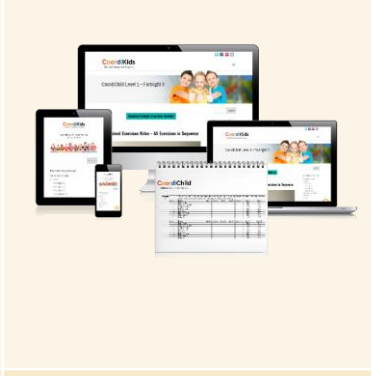
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Feb 12



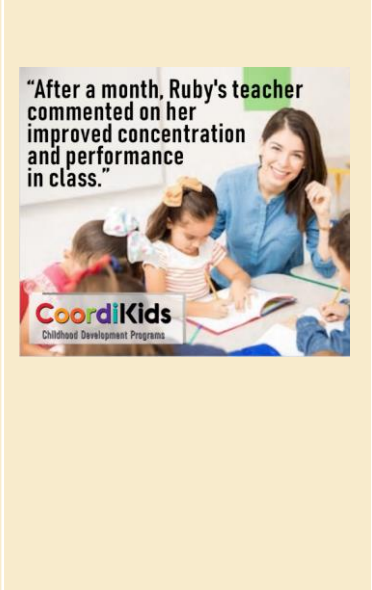
Too busy for occupational therapy? How about 15 minutes a day right at home or in the park using your phone or tablet? CoordiKids makes occupational therapy fun and simple for busy and worried parents. 15 minutes a day as part of your routine could change your child's life: stronger attention span, better handwriting, and even emotional regulation. Read more about how our programs work at [website]

Feb 13



Our programs are available anytime, anywhere! Use your computer at home, your phone at the park, or the tablet at school – CoordiChild programs also come with downloadable checklists to ensure you're following the program closely, even if you only have 5 minutes a day.

Feb 14



More and more young children are facing academic challenges than ever. Be it difficult symptoms of ADHD, Autism Spectrum Disorder, Sensory Processing Disorder, Dyspraxia, or other motor skills and learning disorders... We think ALL children should have access to SIMPLE and AFFORDABLE occupational therapy in the comfort of YOUR OWN HOME - that's why Marga Grey and the team at CoordiKids created our series of digital occupational therapy exercises. For home or the classroom, parents and teachers are seeing huge benefits from just 15 minutes a day. Check out our programs here:

Feb 15



Feb 16



Need some advice or counsel? Check out our list of multi-disciplinary providers offering virtual consultations and evaluations through CoordiConsult:

- 👉 Family counseling
- 👉 Dietary nutrition
- 👉 Speech therapy
- 👉 Occupational therapy

Head to www.coordiconsult.coordikids.com to book a time convenient for your family from the comfort of your home. All consultations are private and secure through Telehealth.

Feb 17



We want to take a moment to thank teachers who go above and beyond. Who have difficult discussions with parents who sometimes don't see the same behavior or learning challenges that are presented in the classroom. Who advocate for better learning environments. Who encourage. Who push. Who listen. And who probably go home at the end of every day exhausted. We LOVE teachers!!

"Our 3 year old daughter loves Coordikids!
It is her favourite day of the week
at school & I highly recommend this
programme. Thank you Rini!"

-Carla, Helderberg



CoordiKids
Childhood Development Programs

A multi-disciplinary team is
ready to support you:
anywhere, any time, online.

Book your appointment with
your preferred practitioner now.

[Book an Appointment Now](#)

Is getting dressed a fight?
Could it be sensory issues?

CoordiKids
Childhood Development Programs

"Any parent who is frustrated with
the lack of services out there
for our Children should look
seriously at Coordikids."

-Vincent, Dublin



CoordiKids
Childhood Development Programs

Studies say that kids
need a **routine**.

My favorite routine
is repeating myself
every morning,
asking them
to do the same things
over and over.

CoordiKids Rodney LaCroix, author

THANK YOU
Mom and Dad



CoordiKids
Childhood Development Programs

"This has been so good
for her
SELF-ESTEEM"



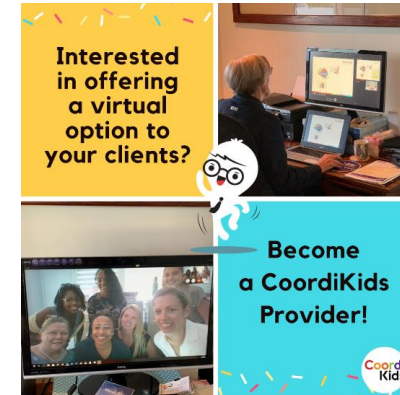
CoordiConsult
Professional Support for Busy Parents

CoordiKids
Childhood Development Programs
*It takes a **village**...*



*Thank **yours** today!*

Interested
in offering
a virtual
option to
your clients?



Become
a CoordiKids
Provider!



**VERBAL
DYSPRAXIA,
LANGUAGE DELAYS,
ARTICULATION AND
PHONOLOGY,
HEARING
IMPAIRMENT,
CEREBRAL PALSY
DOWN
SYNDROME**

[How can a speech pathologist help my child?](#)

Studies show that routines,
physical activity, and
mid-brain stimulation
reduce the negative
symptoms of ADHD.

Get all 3-in-1 with
CoordiKids

Hearing vs Listening



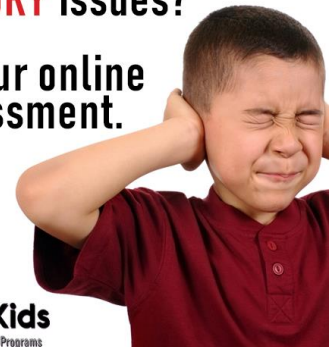
CoordiConsult
Professional Support for Busy Parents



CoordiKids
Childhood Development Programs

Concerned about
SENSORY issues?

Take our online
assessment.



CoordiKids
Childhood Development Programs

“Oh my, Liz, you are perfect! This is exactly what I’ve been waiting for for 5 years. I hope you enjoy doing this because I’d like you to do it for a very long time!”

Marga Grey, owner CoordiKids

Acquisition

Users ↓ New Users ↓

Social

6,881

Total Page Followers: 8,975

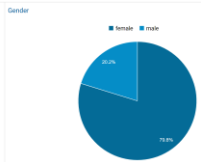
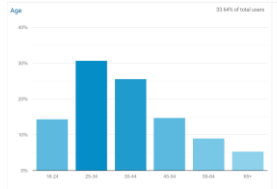


Shared URL

Sessions

Pageviews

Shared URL	Sessions	Pageviews
1. www.coordikids.comwww.coordikids.com/schoolathome/	3,084 (37.14%)	5,944 (36.12%)
2. www.coordikids.comwww.coordikids.com/	1,266 (15.25%)	3,049 (18.53%)
3. www.coordikids.comwww.coordikids.com/sensory-processing/the-bottom-up-approach-to-solving-trauma-and-attachment-emotional-issues-and-learning-problems/	288 (3.47%)	327 (1.99%)



Top Countries

Country	Percentage
United States	38%
Australia	26.9%
South Africa	16%
United Kingdom	8.6%

Traffic from social media to website

New followers over time

Most visited site links from social

Audience demographics

Analytics Review

Recent Content ↑↓

↓ Reach

↑↓ Likes and Reactions

↑↓ Comments



Spread the word! ANYO...

Thu Apr 9, 1:18pm

52.9K

466

127



We have decided to mak...

Sat Apr 18, 11:08am

29.7K

199

41



We are continuing our w...

Tue Jul 7, 2:30pm

4.8K

26

2



Today's Picky-Eaters Act...

Wed May 13, 2:00pm

3.4K

25

2



As a Teacher or Parent h...

Mon Jun 8, 2:00pm

2.9K

6

0



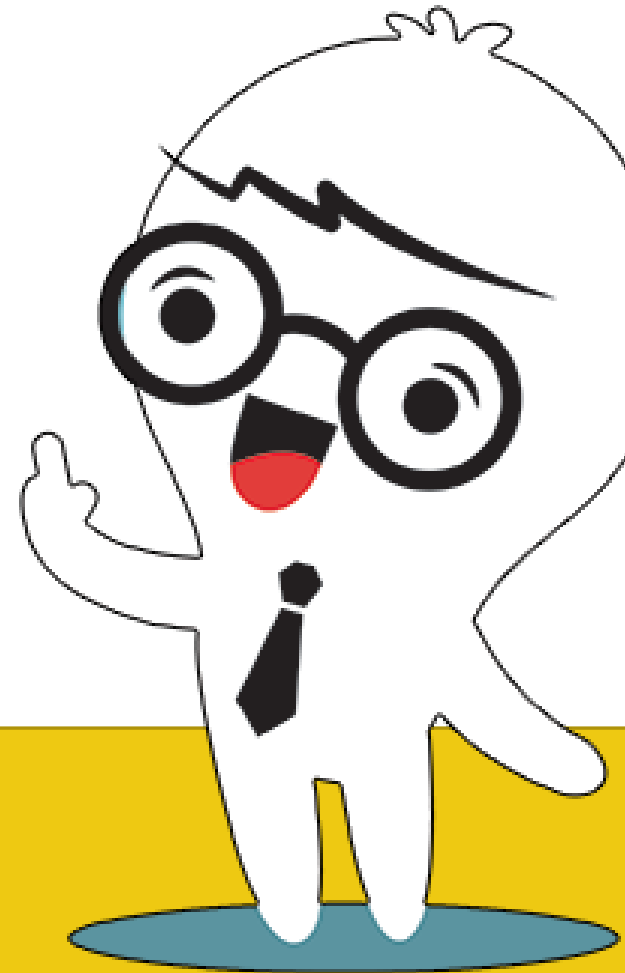
Particularly popular posts

Top performing posts

Analytics Review

Examples of Influencing

- Joining Groups
- Sharing brand information
- Suggesting services where applicable





Can this be used by more than one child in a family or is it per child?

Hi Chelsea, thank you for your message. We aren't here at the moment, but we'll get back to you as soon as we can! Kind Regards, Marga <http://www.coordikids.com/>

1:39 PM

Hi Chelsea! You can ABSOLUTELY use this for multiple children in a family! How old are yours?

Sent by Elizabeth London [?]



I meant 2

8:02 AM

Those are great ages to start. The 2 year old in particular will be primed to have fun with the CoordiKids videos. Many parents who start with 2-4 year olds don't have a hard time at all with their kids wanting to participate. The five year old may progress faster, so I would suggest we wait for Marga, our OT and founder, to chat with you directly about which programs would be best for the two ages together. May I have your email address to have Marga reach out?

9:33 AM



cpavalonis2016@gmail.com

Natural treatment for adults & kids with ASD & ADHD, support for parents

Closed group

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Videos

Photos

Files

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Shortcuts

Spark Small Busin... 20+

Ladyboss Nation :... 1

Positive Dog Trainers H... 1

Central Ohio Small... 20+

Female Entreprene... 12

Ohio Entrepreneurs... 4

See more

08744923/?ref=group_header

Like

Comment

NEW ACTIVITY

Elizabeth London shared a photo.
Just now

I need Advice and Mentoring

CoordiConsult

Professional Support for Busy Parents

Personalized programming matched to your child's needs. Advice and therapy intervention via Skype or Telephone.

CoordiKids

Published by Buffer [?] · 17 hrs

Interested in a FREE one-on-one chat with a pediatric occupational therapist who specializes in ADHD to discuss your child's specific challenges and goals? Consider CoordiConsult from CoordiKids. Head to <https://buff.ly/34A6j3L>

Support Group For Parents of kids with ADD, ADHD, DEPRESSION and/or ODD

Closed group

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Spark Small Busin... 20+

Ladyboss Nation :... 1

Positive Dog Trainers H... 1

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Female Entreprene... 12

Ohio Entrepreneurs... 4

See more

Write something...

Photo/Video

Watch Party

Tag Friends

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Published by Buffer [?] · 17 hrs

Interested in a FREE one-on-one chat with a pediatric occupational therapist who

Homeschool
Successfully:
Perfection Not
Required

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Female Entreprene... 12

See more

Conversation Starter · 23 mins

Exercise ideas for a 6 year old??

9 Comme

Like

Comment

View 3 more comments

Jessica Johnson we love the videos on gonoodle.com



Like · Reply · 10m

Jessica Hutchinson Other than just running around and playing, my kids love to watch ultimate beast master on Netflix so they love for us to set up obstacle courses for them. Also, we all do jiu jitsu. I thought it sounded weird when my husband first started doing it but it is so good for kids from anti bullying to body awareness and sense of accomplishment. I recommend every single person give it a try!

Like · Reply · 5m

Rachel Tinsley Thanks for asking this! We haven't hardly been outside this summer because of mosquitoes!! I can see all of our clothes are tighter, which doesn't normally happen in the summer! 😊. This is a great idea

Like · Reply · 1m

Elizabeth London We use CoordiKids! We started it because we were worried about our little guy having sensory issues, but the exercises are so simple and silly that he loves them now (and his sensory issues have been resolved it seems for the most part). It's like a 15 minute follow-along thing that includes movements that are scientifically shown to improve motor skills, attention (a lot of kids



Amanda Kay Randolph [Elizabeth London](#) thank you!!!!!!



Homeschool
Successfully:
Perfection Not
Required

Closed group

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- Files
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Search this group

Shortcuts

- Spark Small Busin... 20+
- *Ladyboss Nation* ... 1
- Positive Dog Trainers H... 1
- Central Ohio Small... 20+
- Female Entreprene... 12

Group Apps

Approval Notifications

Sort by Most Recent

Elizabeth London
Just now

Speaking of exercise, lol!

OTHER PEOPLE'S KIDS



MY KIDS



CoordiKids

Published by Buffer [?] · September 6 at 5:00 PM

11

4 Comments

Like

Comment



Jenifer Sue Dunne My house with 4 boys.

Like · Reply · 2w



1



Mary Price I have 3 boys and YES!

Like · Reply · 2w



1



Heather Chapman ☕ Ohhhhh this is us!!

Like · Reply · 2w

Dyspraxia-A friendly ear, here to listen

Closed group

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Ladyboss Nation :... 1

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Lisa Jane

Yesterday at 5:42 AM

What are the signs of dyspraxia? My son has gdd (global developmental delay) short term memory he's 9 yrs old but mentally a 5 Yr old has speech delay. I think there is more going on. We have just recently done the ehcp with new school as previous school denied him. I tried the pathway for my son to be seen by someone and he was refused I feel like no one wants to listen to me at all he's been sadly neglected by the system and I'm hoping for any more input. Thank you

12 Comments



Like



Comment

View 1 more comment



Julee Faso-Formoso In the US GDD is another name for Dyspraxia. Not sure if that's true in the UK

Like · Reply · 1d



Julee Faso-Formoso replied · 8 Replies



Kirsty Seager Mine was first noticed that from 18 months old I couldn't walk I kept falling over. Difficulty tying up laces, difficulty with hand coordination with catching and throwing a ball , my hand twitching and flicking things out my hand losing grip. Another is difficulty processing information

Like · Reply · 23h · Edited



Elizabeth London Our OT does a free 15 min consult if you're interested in someone who WOULD be willing to listen and give you an idea of where your son falls and how you could speak to your school about getting him the right help to move forward?
<https://coordiconsult.coordikids.com/>

ant extra adv
or mentoring

COORDICONSULT.COORDIKIDS.COM

