

New Developments

Social Media & Brand Overview



Interactive Question:

**Without classrooms or children,
what's our message?**

Answers:



**Without classrooms or children,
what's our message?**

Creating A Vision

Building Future Experiences

Creating A Community

Parents enroll in confidence!

You don't need a building to promote BBNA...

Before doors open, your goals are to:

Build Trust

Create Excitement

Establish Credibility

Become Familiar in the Community

**"Giving children the Best Start in Life "
We are marketing a vision, not just a facility.**

Build the Journey

Take them behind the scenes.

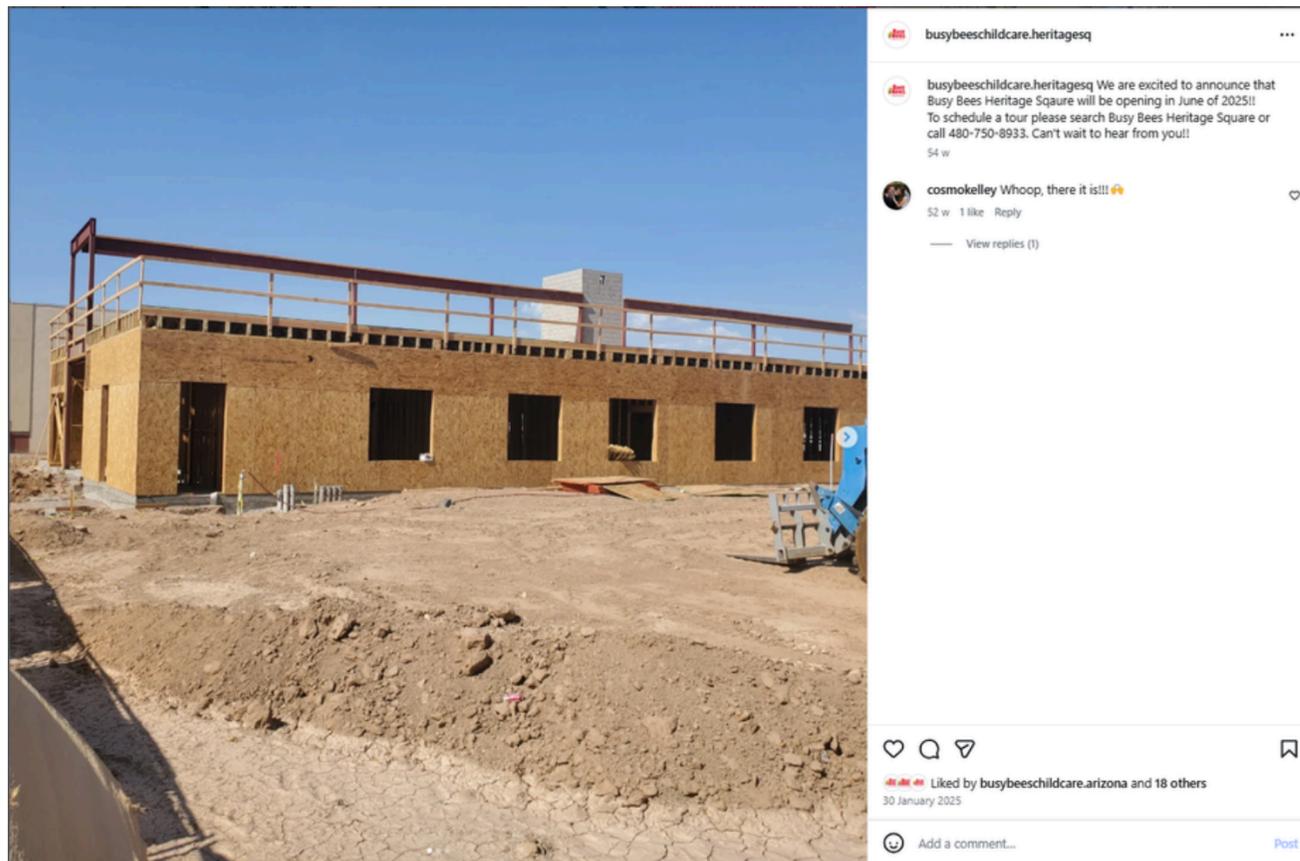
Groundbreaking Updates

Goal: Build awareness and generate early excitement..

Announce the groundbreaking → "Today we officially broke ground on our future early learning center!"

Share the vision behind the center → "Why we're bringing high-quality childcare to this community..."

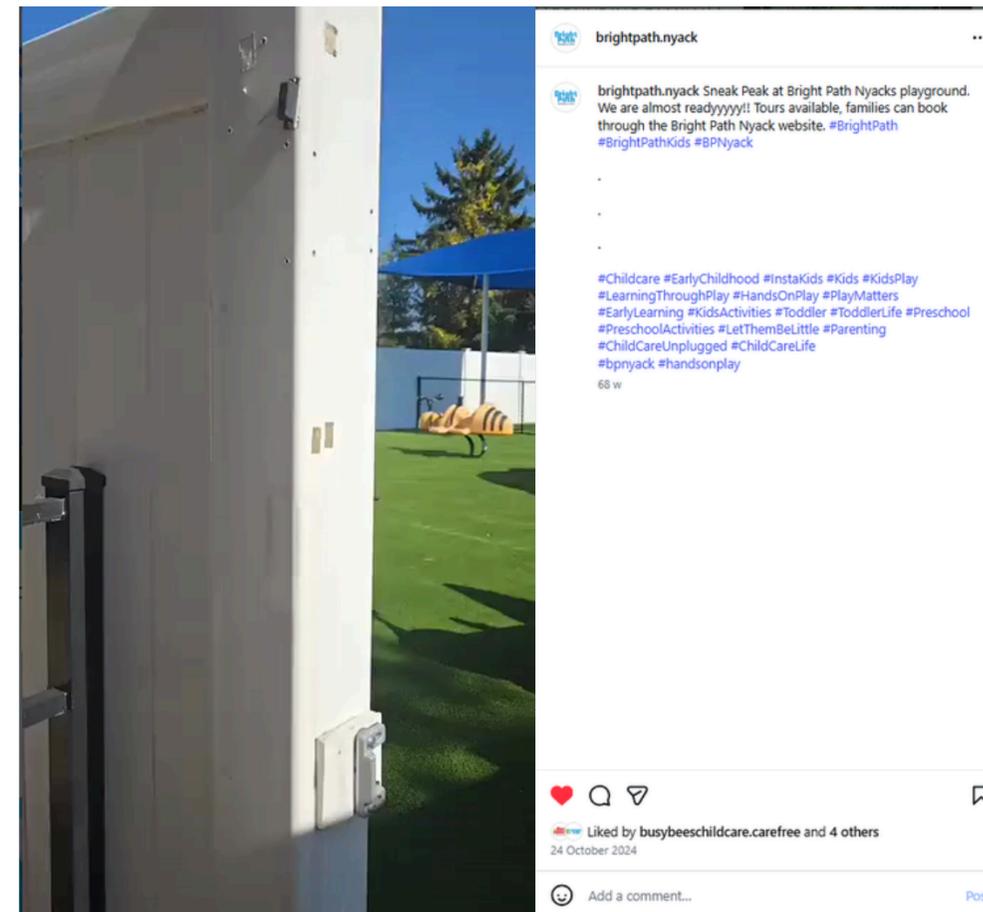
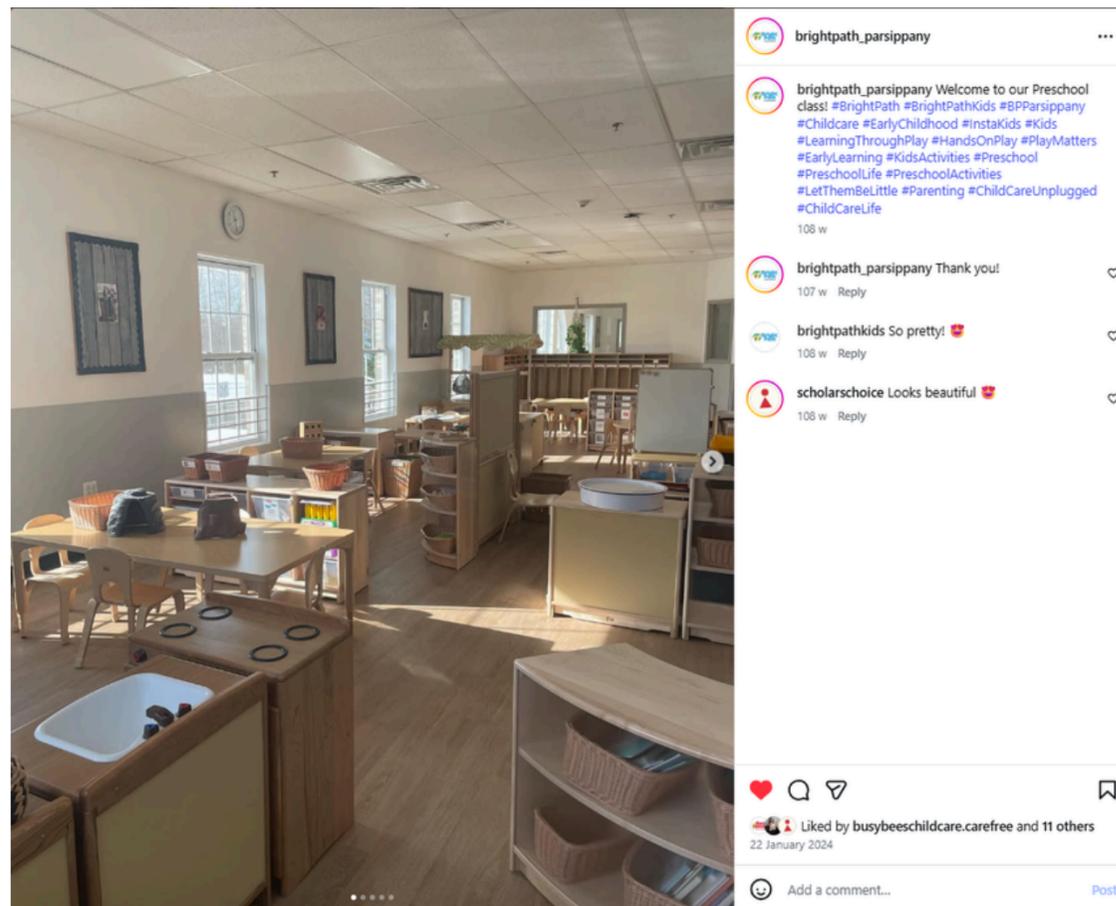
Invite families to follow the journey → "Follow along as we build from the ground up."



Construction Milestones

Goal: Show steady progress and maintain momentum..

- Post major build progress → "Foundation complete! One big step closer."
- Share before-and-after updates → "The classroom walls are officially going up!"
- Explain what each phase means → "Roof installed, we're officially under cover."
- Provide timeline check-ins → "30 days of progress: look at the transformation."
- Celebrate completion milestones → "Our Playground is officially up, come run around with us."

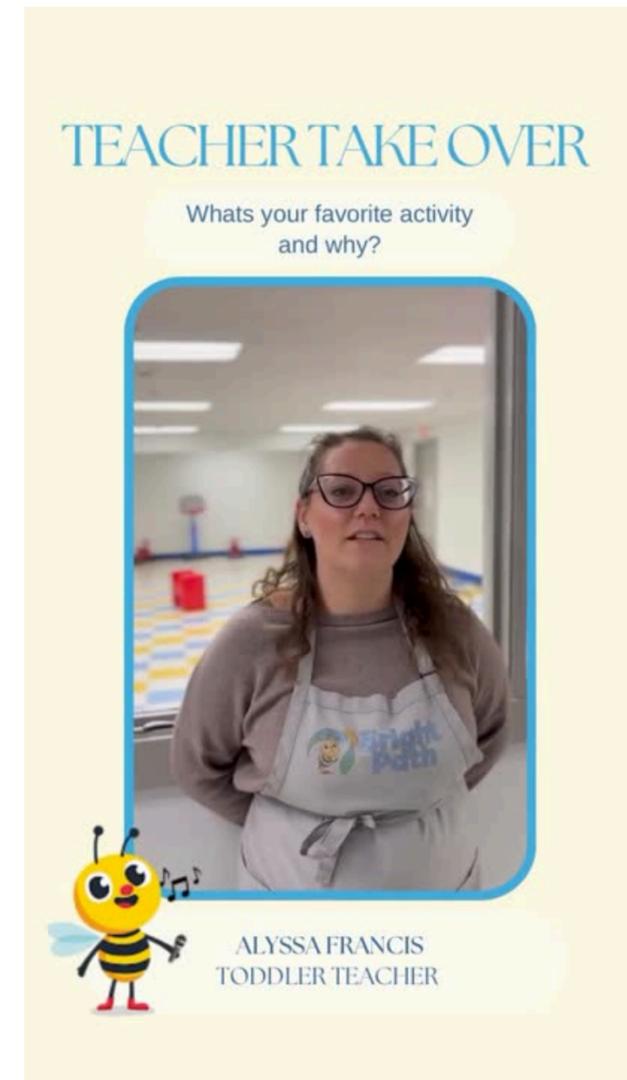
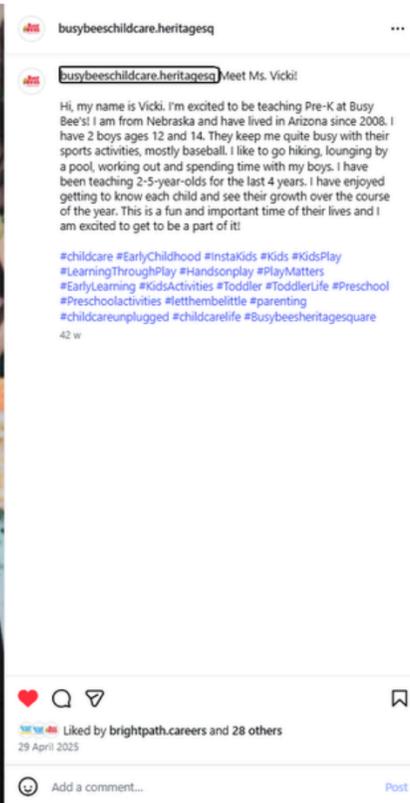


Content That Builds Confidence

Help families feel confident before they ever enroll.

Introduce the Team

- Introduce leadership and teachers → "Meet our Center Director and her heart for early education."
- Highlight experience and qualifications → "Why we decided to open this center."
- Share hiring standards → "What we look for when hiring teachers."
- Communicate values and culture → "Our commitment to building a team families can trust."



Educate & Engage

Goal: Provide value and position your center as the expert.

Share early childhood education insights → "3 signs your child is ready for preschool."

Offer practical parenting tips → "What does play-based learning actually mean?"

Answer common childcare questions → "How we support early literacy development."

Encourage conversation with your audience → "Ask us anything about early childhood education."



Busy Bees. The best start in life.

Sensory Activities
For Infants During Winter

Swipe! →

#sensoryactivities



Busy Bees. The best start in life.

Everyday Sounds

Even when babies appear still, they are often listening closely. Winter homes tend to be quieter, making everyday sounds easier to notice.

You can pause together and let your baby listen to:

- Running water in the sink or bath
- A heater or fan humming softly
- Someone reading a book or singing



Busy Bees. The best start in life.

Exploring Textures at Home

Offering one texture at a time and allowing your baby to explore freely helps with texture exploration and keep the experience calm and comfortable.

You might include:

- Lying your baby on a soft blanket or mat
- Letting them touch a cotton cloth, towel, or scarf
- Noticing textures during dressing or diaper changes

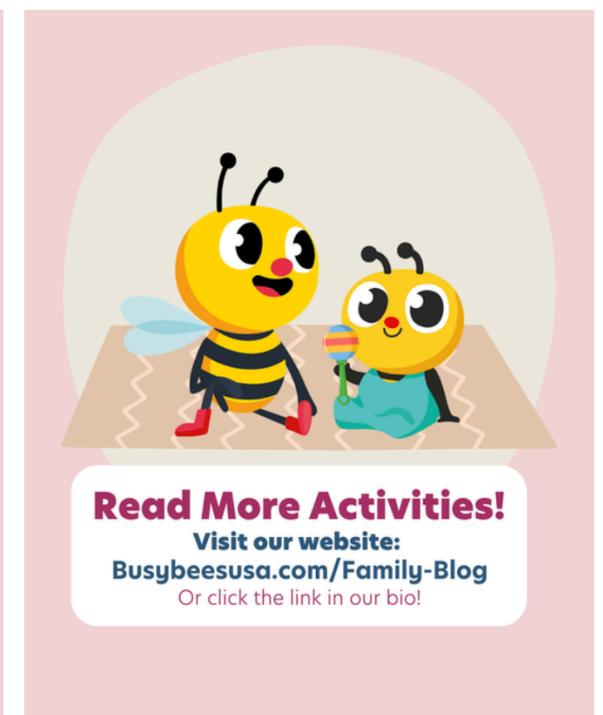


Busy Bees. The best start in life.

Why It Matters?

During winter, infants spend most of their time indoors, experiencing the world through familiar spaces, routines, and people. Even without toys or structured activities, babies are constantly learning through touch, sound, movement, and closeness. These sensory moments help infants:

- 1 Notice their surroundings
- 2 Explore their bodies and environment at their own pace
- 3 Feel safe and settled



Read More Activities!

Visit our website:
[Busybeesusa.com/Family-Blog](https://www.busybeesusa.com/Family-Blog)
Or click the link in our bio!

From Awareness to Action

Showcase your offerings and create clear pathways to enrollment.

Highlight Your Programs

Goal: Showcase what makes your center unique and valuable.

- Introduce age groups you will serve → "Our infant program focuses on nurturing and development from day one."
- Explain your curriculum approach → "What makes our preschool program different?"
- Highlight enrichment offerings → "A look inside our play-based learning model."
- Share what sets your program apart → "Here's how we prepare children for kindergarten."



Enrollment-Driven Content

Goal: Generate interest and move families toward action.

- Announce enrollment timelines → "Join our priority interest list today."
- Promote interest list sign-ups → "Enrollment opens soon don't miss your spot."
- Share founding family incentives → "Now accepting founding families."
- Create urgency around limited spots → "Spots will be limited, secure yours early."

Now Enrolling...

Infants & Preschool

at BrightPath Marlborough

Give your child the best start in life.
We are now accepting registrations for our Infant and Toddler programs. Designed for curious learners, our program supports early growth through play-based learning, introducing literacy, math, science, and creative expression while building confidence and social skills.

- Subsidy
- Music
- Healthy Meals & Snacks
- Qualified Educators
- Yoga
- Dance & Movement

Contact us today to learn about the BrightPath difference!

4603 Marbank Drive NE Calgary
Open 6:00 AM to 6:00 PM
Call (888) 808 2252 to Enroll

BrightPath Manassas

8653 Sudley Rd Manassas, VA 20110
Open 6:00 AM - 6:00 PM
571 536 7051

Join our Founding Families Program!

Be one of the first 25 families to enroll at our center, and receive up to a \$200 tuition credit each month for the first three months, and an annual \$250 tuition credit every December for as long as you're enrolled!

As a bonus, you'll receive access to 6 months of our Read With Me and Cooking programs at no additional cost!

*Terms & conditions apply.

Specifications and Limitations:

- Families must complete the enrollment process, including paying the registration fee and deposit for each enrolled child.
- The child must start attending the center within 3 months of the center opening.
- Drop-in care does not qualify as part-time care.
- The discount is applicable to the youngest enrolled child at the time of initial enrollment.
- If the family disenrolls for any reason, it voids the "Founding Family"

www.BrightPathKids.com/US

What Not To Post



⊘ Don't Post Empty, Unfinished Spaces

- Construction photos or vacant rooms can feel cold or incomplete.
- Instead, post close-ups of cozy corners or hints of what's to come.

⊘ Don't Leave Comments Unanswered

- If someone asks, "When are you opening?" respond with:
- "We're putting the finishing touches on our center—can't wait to welcome you soon! Keep an eye here for updates!"

⊘ Don't Overshare the Build-Out Process

- Too many construction updates can feel impersonal or boring to families.
- Mix in warm, community-focused content to keep your feed balanced.

⊘ Don't Share Specific Dates or Timelines

- Avoid captions like "Opening soon!" or "Coming this spring."
- Stick to phrases like "We're preparing to open our doors!"

⊘ Don't Announce Enrollment Is Open Unless Confirmed

- Wait until you've been cleared to promote registration officially.
- Instead, you can say things like:
- "Want to learn more about our programs? Message us anytime!"

⊘ Don't Overload With Details

- Keep it parent-friendly. Avoid technical talk about licensing, delays, or policy-building.