

**Busy Bees  
North America**

# **Social Media Guidelines**



# Your Platforms



**Instagram**

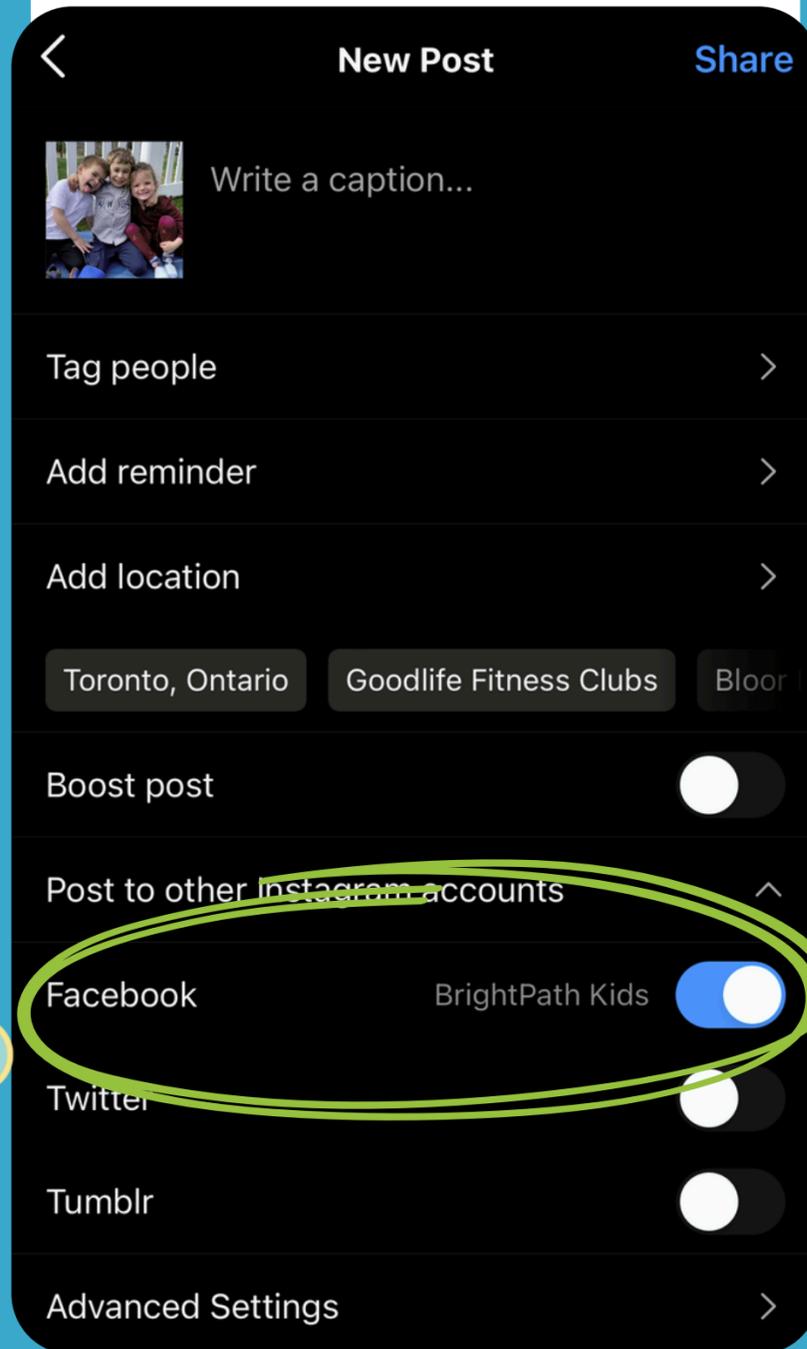


**Facebook**

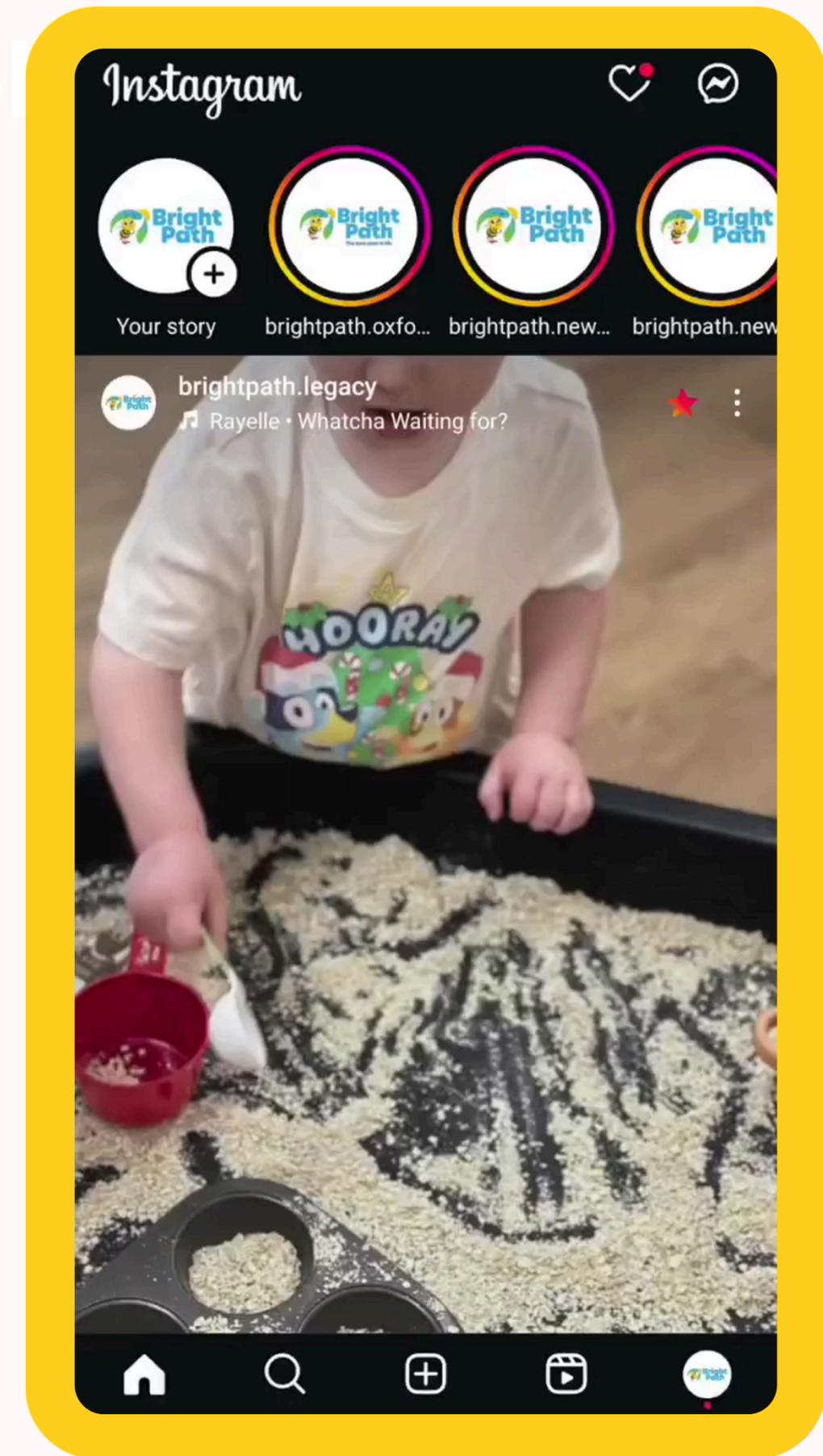
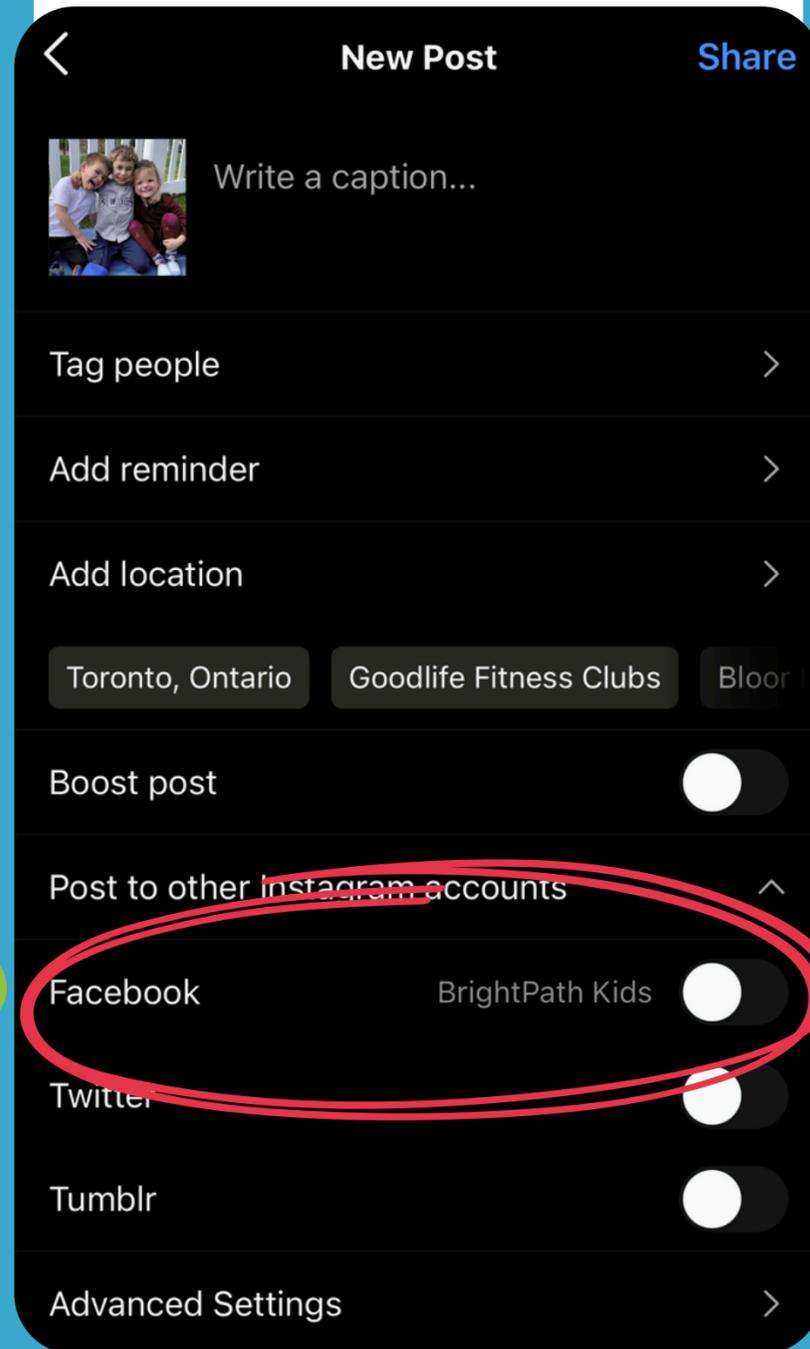


# Sharing to Facebook

Connected  
to Facebook



Not connected  
to Facebook



# Important



## **Do not change the settings within your Instagram account.**

**These accounts are property of BBNA.** While the marketing team manages all center Instagram accounts to protect brand consistency and security, centers should not:

- update account settings,
- add or remove phone numbers or emails linked to account,
- link personal accounts,
- or change any two-factor authentication details.

If you decide to change your password, please notify the marketing team right away so we can update our records. If you have questions or need help, email the marketing team for assistance.



# Posting Photos



# Order of Photos:

The first photo on Instagram is key—it's what grabs attention on your profile and in the feed. Leading with your best image increases engagement, encourages scrolling, and makes a strong first impression!

# Posting Consistency

## 1-2 Posts Minimum

No Maximum. Posting consistently builds brand recognition, keeps your audience engaged, and improves visibility in the algorithm, helping to grow your reach and community.

#1



#2



#3



# DO NOT:



Our focus is to showcase the fun learnings, activities, and curriculum of our locations.

**DO NOT** create a collage of pictures in one image when posting photos.

- Instagram allows you to choose up to 10 photos at a time, this is called a carousel.

**DO NOT** add stickers and/or text to photos on feed.

- Stickers can only be applied to cover children's faces, not as decoration.
- Text on should be used in captions ONLY.

**DO NOT** add post pictures of printed material or QR codes.

- You lose audiences attention because the photo isn't appealing.
- QR codes defeat the purpose because they require a secondary device, so the information can't be accessed.

# INSTEAD:



## REMEMBER: The less editing the better!

**INSTEAD** of collages, stickers and text remember to keep your pages minimal.

- Utilize the carousel feature and remembering the order of photos
- If applying text keep it short and make sure it's not distracting.

**INSTEAD** of posting printed flyers with QR codes utilize the branding site or other resources.

- The [branding website](#) has lots of templates and resources to help you create your own collateral.
- Third party apps like [Canva](#) are highly recommended to help with content creation. You can use the templates from the branding site to aid you.
- The marketing team is always available to assist in making collateral given that you reach out ahead of time.
- Write out the information from QR code into the caption. Locations, where or how to register, and valuable information.

# Posting Videos

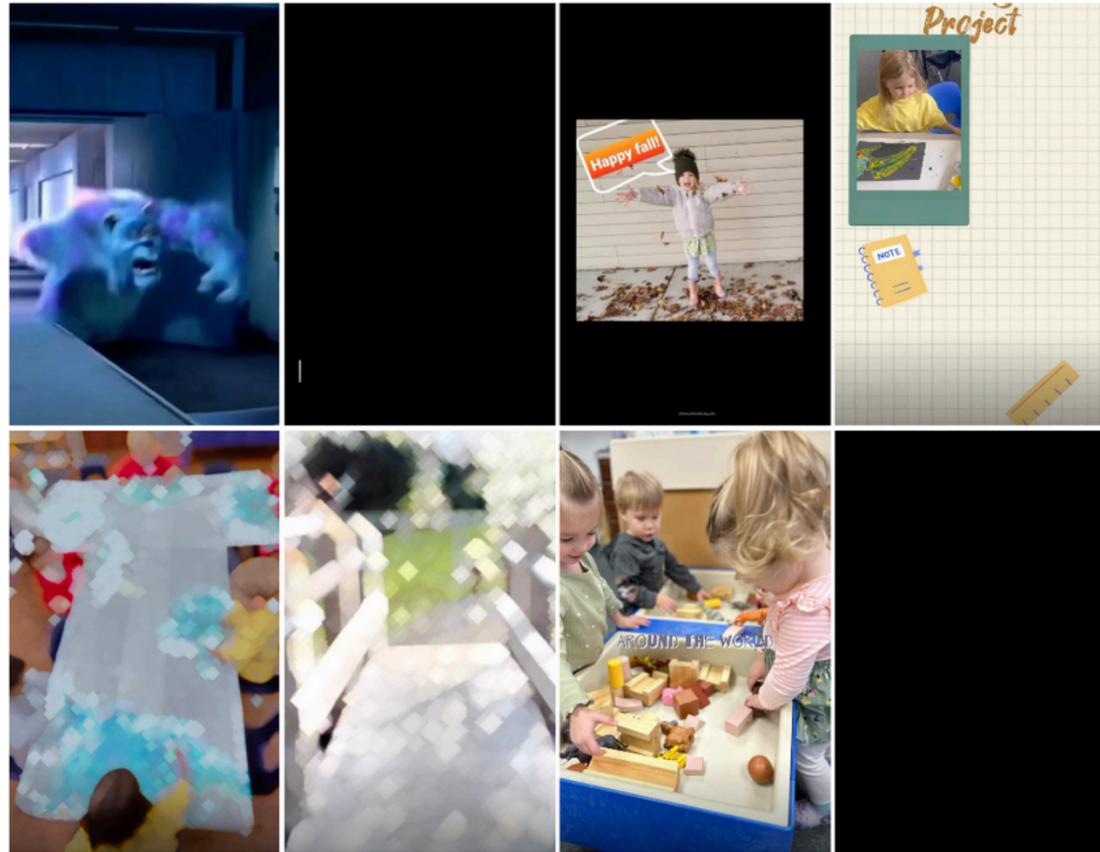


# Filming Tips:

- \*Orientation** Portrait mode is preferred (Vertical), but landscape (Horizontal) can be used if edited correctly.
- Lighting:** Ensure good natural or artificial lighting to make your content visually appealing.
- Framing:** Keep your subject in the middle and be aware of your background.
- \*Stability:** Use a tripod or stable surface to prevent shaky footage.
- Duration:** Keep videos concise and engaging, usually under 90 seconds for posts and Reels.
- Composition:** Use the rule of thirds to frame your shots, and experiment with angles and perspectives.
- \*Audio:** Use a clear microphone or record in a quiet environment to ensure good sound quality. You can also choose to layer your videos with music. Be aware of background noise.
- Editing:** Explore Instagram's built-in editing tools or third-party apps to enhance your content.\*
- Storytelling:** Create a narrative or message to engage your audience and make your content more interesting.

When using 3rd party apps like Capcut, please be cautious of the templates you choose. We ask that you keep the editing to a minimal and avoid anything too flashy. If you ever have any questions, please feel free to ask marketing before posting.

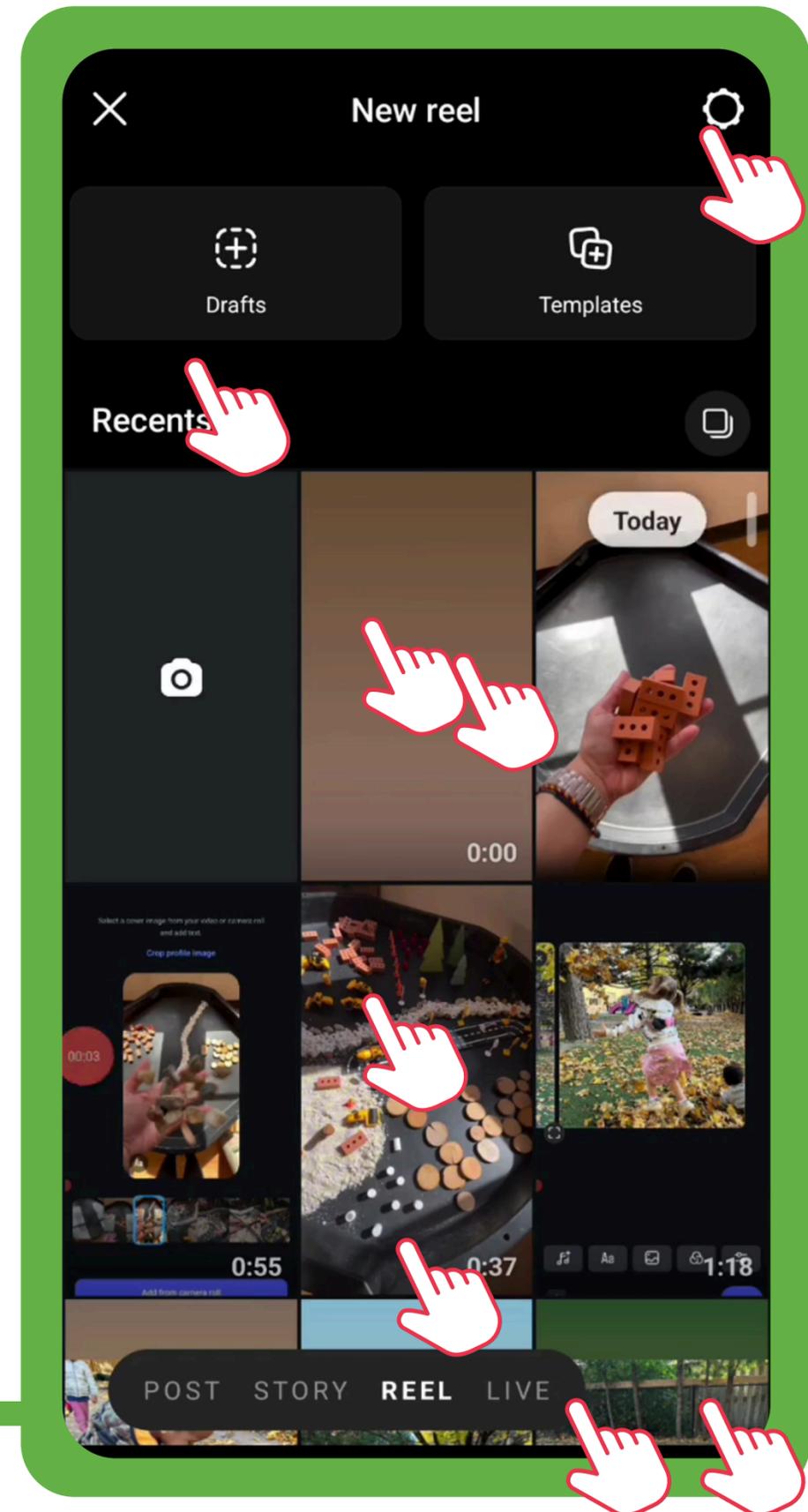
**DO NOT:**



**Instead:**



**A good cover photo makes your Reels look polished and cohesive on your profile. It helps attract viewers, keeps your feed visually appealing, and ensures your content stands out at a glance.**





# Bee Careful!



## Use Approved Campaign Collateral

If collateral is provided by Marketing for a campaign or event, please use the approved graphics only.

## Avoid flashing lights or rapid transitions

These can trigger seizures or discomfort, especially for those with photosensitive epilepsy or sensory sensitivities.

## Skip flying images or chaotic motion

Sudden movement can be overwhelming and distracting for neurodivergent viewers.

## Don't use heavy visual filters

Filters that distort visuals can make content harder to process or less clear for viewers with visual impairments.

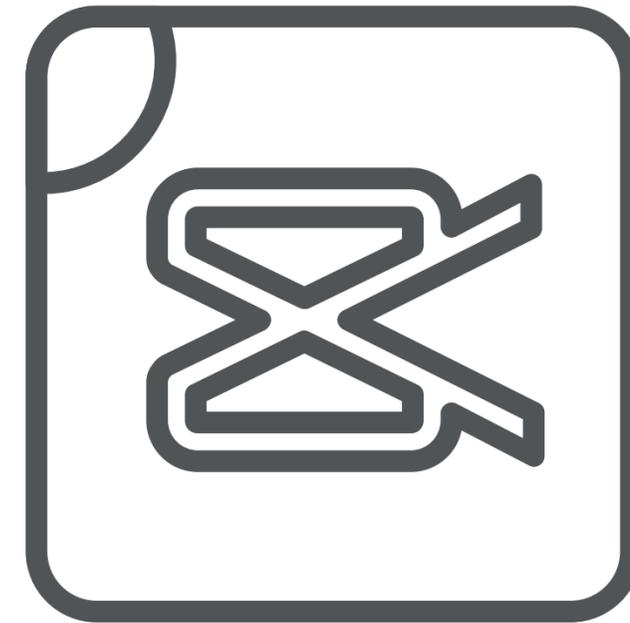
## Keep visuals simple and steady

Clean, consistent visuals are easier for all users to follow and understand.

**Remember less is more.**

**Yes**

**No**

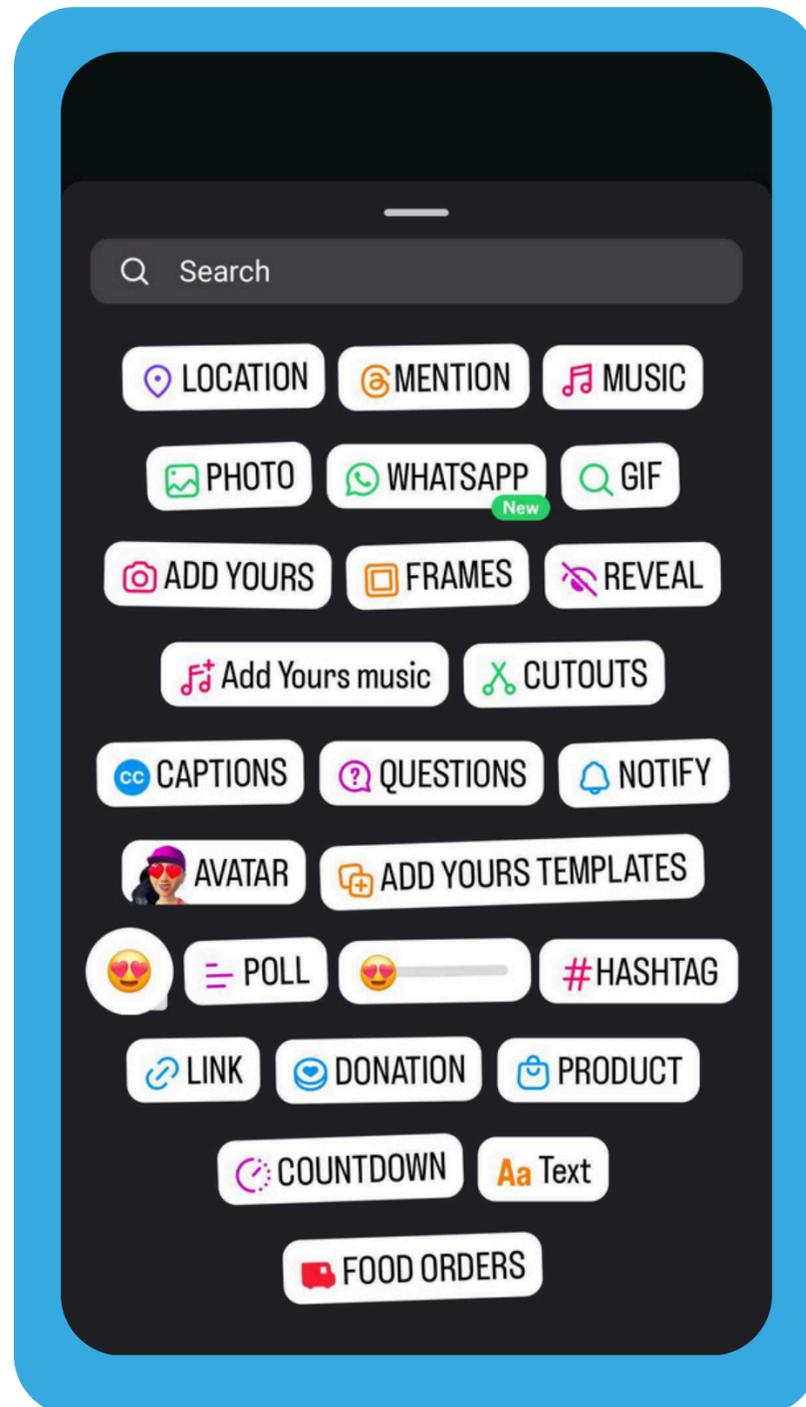


- Edit Reels
- Edit Photos
- Create Graphics
- Beginner Friendly
- Free
- Can purchase premium

- Edit Reels
- Edit Photos
- Intermediate
- Free
- Scheduling

**CapCut Not Recommended.**

# Instagram Stories



## Instagram Stickers:

Stickers add interactive elements to your Stories, making them more engaging and fun.

## Tips:

### 1. Polls & Questions

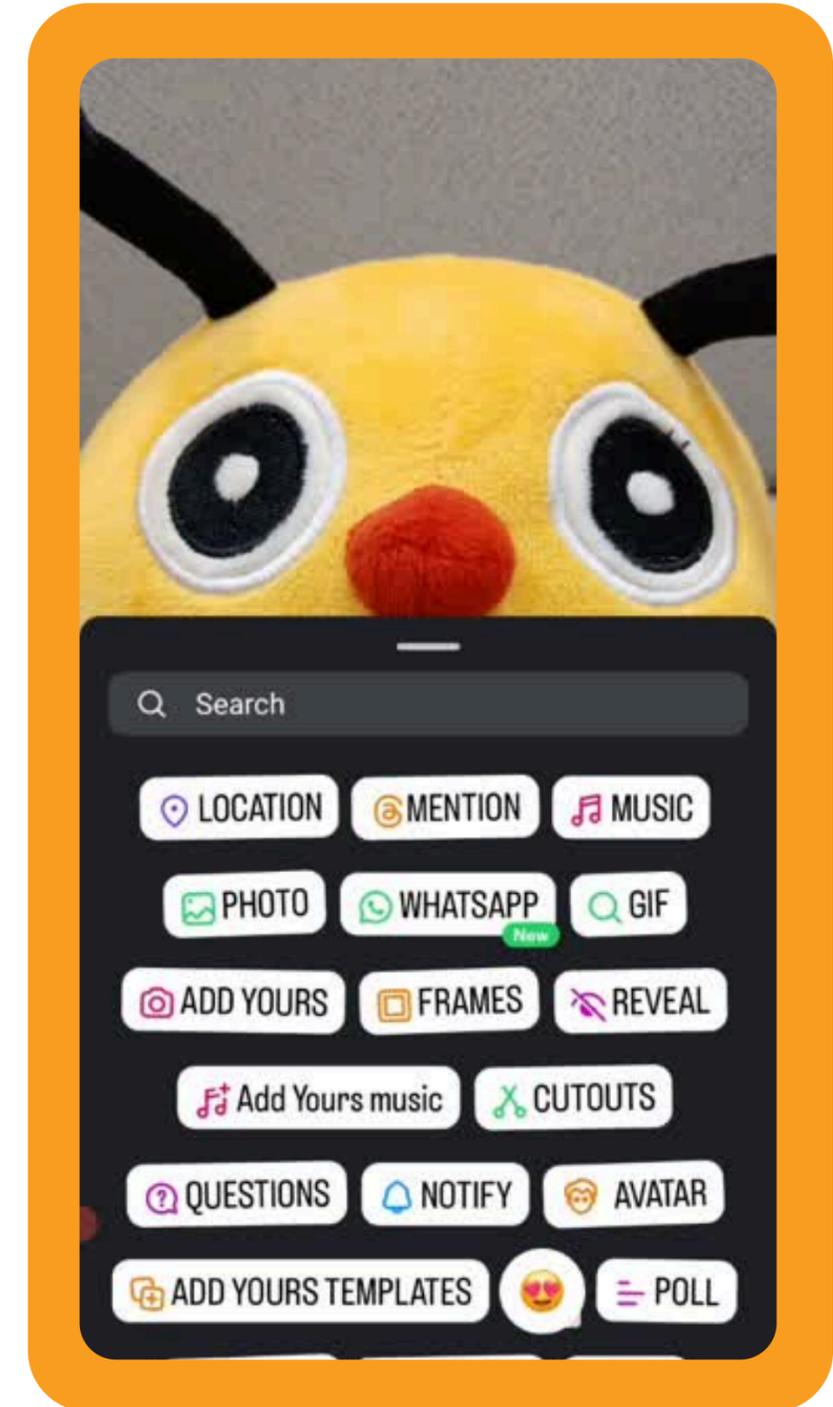
Get feedback or start conversations.

### 2. GIFs & Emojis

Add personality and visual appeal.

### 3. Links & Tags

Direct followers to websites or mention accounts.



# Captions



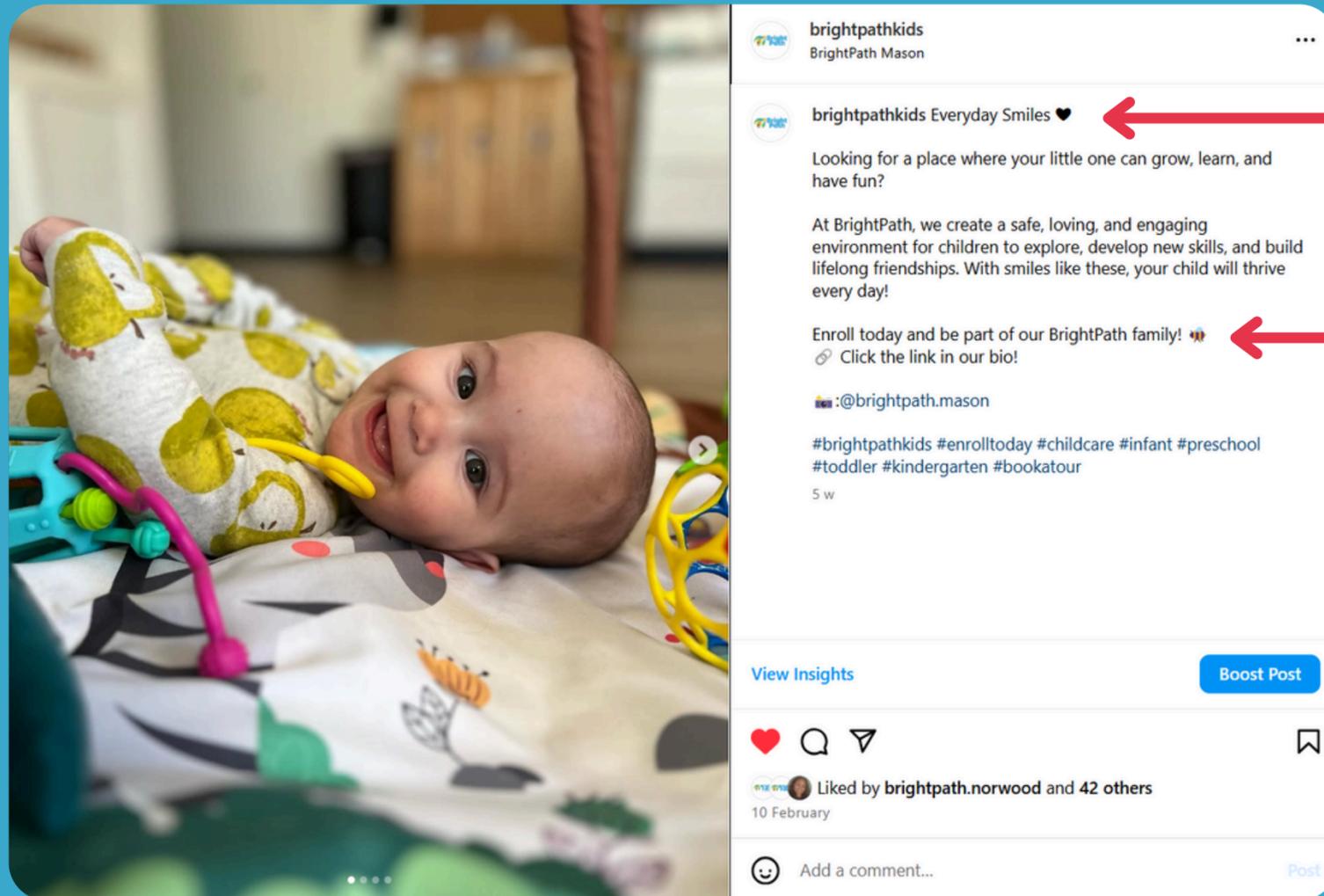
Aa  
Bb  
Cc

# Captions:

## Captions are Mandatory!

A minimum of 1-2 sentences are required + hashtags.

Captions should describe the photo or video posted; we want to tell a story with our captions.



# Tips:

## 1. Hook First:

Grab attention in the first few words to draw readers in.

## 2. Keep It Simple:

Write clear, concise, and engaging captions that are easy to read.

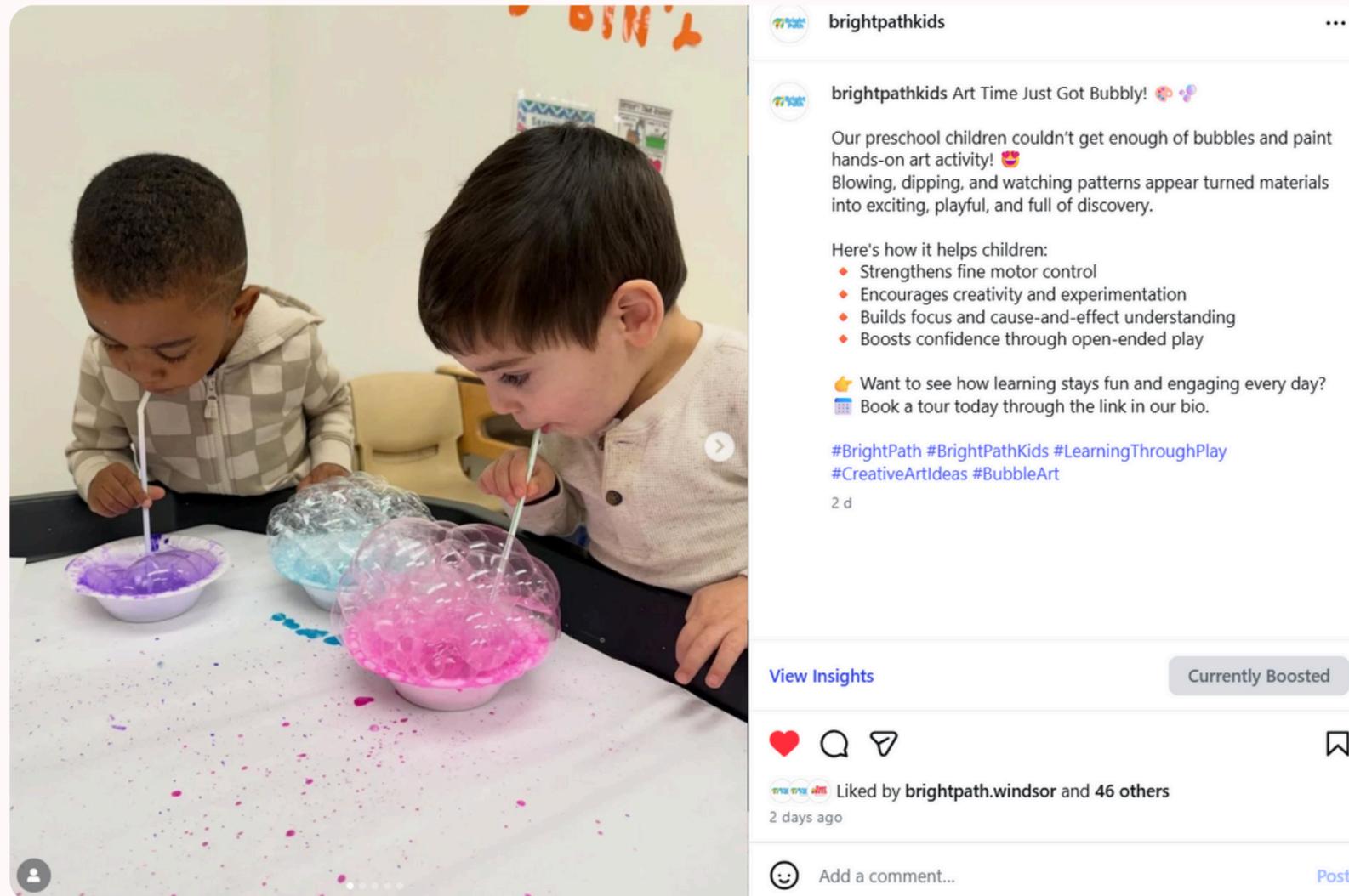
## 3. Call To Action:

Encourage interaction by asking a question or prompting engagement.

# Hashtag's

Hashtags are keywords or phrases preceded by # that help categorize content on social media. They make posts discoverable to a wider audience, increase engagement, and connect content to relevant topics or communities. Using the right hashtags boosts visibility and helps reach the right people.

**As of December 2025, Instagram has limited their hashtags to a maximum of 5.**



## Personalized #'s

#[Brand] ex. #brightpath  
#[Brand][Location] ex. #brightpathnyack  
#childcare

## Adding More

Use relevant, concise hashtags that align with your content, mixing popular and niche tags to maximize reach, engagement, and discoverability while keeping them clear and easy to read.

# Resources





# Busy Bees North America Branding Website



The BBNA Branding Website is your go-to resource for all things related to our brand. It helps ensure your materials look professional, consistent, and aligned with our BBNA standards.

To access the branding page:

[\*\*CLICK HERE\*\*](#)

## What You'll Find

- Logos & Brand Guidelines
- Design Templates & Collateral
- Stationary
- Forms
- Learning Hub
- Gallery

# Important



## **For Non-BrightPath or Busy Bees Centers**

If your center hasn't rebranded or started using the BeeCurious Curriculum yet, you can't use Bee illustrations on your materials. Please keep using your current branding and brand guides until you've transitioned to one or both of the following:

**1**

### **The BeeCurious Curriculum has been introduced to your school:**

- You may use the bee illustrations only on learning material, **NOT MARKETING COLLATERAL.**

**2**

### **Your center has fully rebranded to BrightPath or Busy Bees:**

- You may use the bee illustrations on everything.



# Marketing Portal

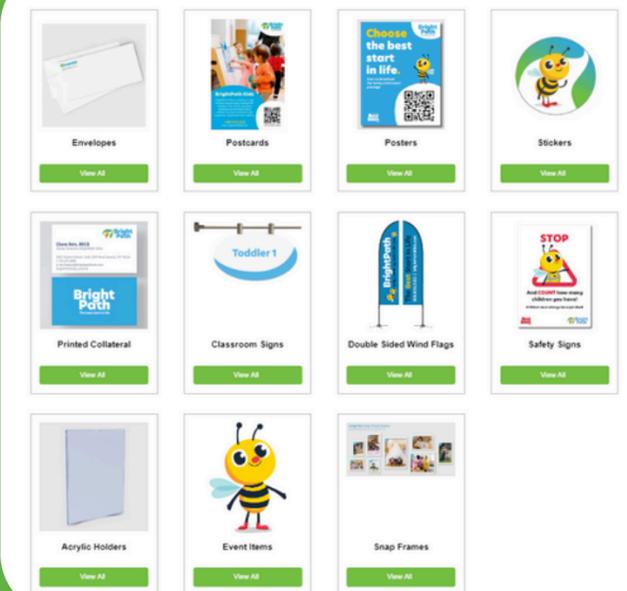
The BrightPath Marketing Portal is an online store where Center Directors can order branded materials: like flyers, posters, business cards, signage, and more. Think of it like a custom BrightPath shop just for you! Everything is pre-designed to match our brand, so you don't have to create anything from scratch.

## What You Can Do in the Portal:

- Browse and order marketing materials for your center
- Get ready-to-use designs that follow BrightPath brand standards
- Easily place orders and have them sent to your school or Area Director
- Pay online once your order is approved

## What's Here?

- Envelopes
- Postcards
- Posters
- Stickers
- Printed Collateral
- Classroom Signs
- Double-Sided Wind Flyers
- Safety Signs
- Acrylic Holders
- Event Items
- Snap Frames



To access the portal:

[BrightPath](#) [Busy Bees](#)

**For BrightPath & Busy Bee's locations ONLY**

# Housekeeping



# Looking for Marketing Materials?

Reach out to the Marketing Team, and we'll make sure you have everything you need.

**Please provide 2-3 weeks' notice to allow adequate time for creation and delivery.**

Providing 2-3 weeks' notice ensures we have enough time to plan, design, and produce high-quality materials tailored to your needs. This timeline accounts for revisions, approvals, and any necessary coordination for a smooth delivery.

**Email the marketing team and not individual members.**

Please email the marketing team rather than individual members to ensure your request is seen and addressed promptly. All team members have access to the shared inbox, allowing the appropriate person to respond quickly and efficiently. This helps streamline communication and ensures nothing gets overlooked!

**Be Specific: Provide as much detail about the project.**

When making a request, please provide clear and detailed information about the materials you need. Include specifics like the purpose, dates/times, audience, dimensions, formats, deadline, and any key details or branding requirements. The more information you share, the better we can ensure the final product meets your expectations!

# Important



**Be sure to **check your center email inbox** just as often as your personal work email.**

The Marketing team works with centers all across the U.S. and Canada, so it's not always easy to email individual team members. To keep things simple and consistent, we usually send updates, promotions, and important information to center email addresses.

Checking your center inbox regularly helps make sure nothing important is missed and keeps your whole team up to date.





## Follow

### **BBNA**

Any Busy Bees brands including new developments, acquisitions and sister brands.

### **Staff**

Any Busy Bees Staff members: educators, directors, head office etc.

### **Local Community Helpers & Vendors**

Local Fire department, police station, post office etc.

### **Influencers**

Micro or macro influencers within your area or people you get your ideas from.

## Do Not Follow

### **Parents**

In order to maintain professional boundaries and privacy, please refrain from following past present or future parents.

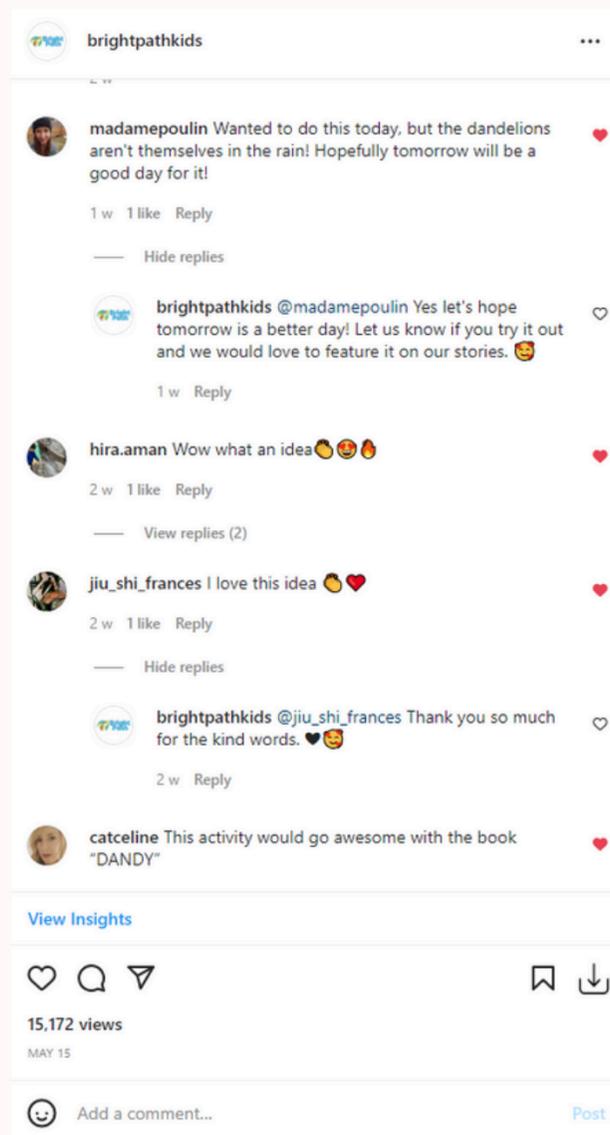
## Caution

### **Celebrities**

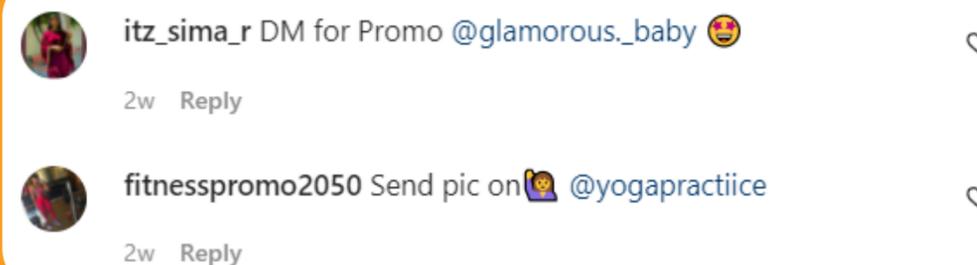
General rule should be to stay away from any figures who have or could potentially cause controversy.

# Instagram Comments:

Please make sure you like and reply to all the comments on your posts. The engagement will increase the visibility and reach of the posts. Engaging with your audience is very important to maintain a relationship with your followers.



## Remove the 'Bots'



Bots on Instagram are fake or automated accounts that leave spammy comments or follow your page to promote unrelated content. It's important to regularly delete these comments and block suspicious accounts to keep your page looking professional and trustworthy.

## Never!

NEVER delete or engage with any negative comments without consulting with the marketing department first.

This also refers to any negative comments seen on other platforms like 'mom groups' on Facebook, Reddit, Google, Twitter (X) etc.

## Instead!

Take a screen shot of the negative comment and contact the marketing team.

# Forms You Should Know

You can find all of these forms on the branding website. Just click the button, and it'll take you to a page with more details and the form you need.

**Design  
Request Form**

**Event  
Request Form**

**Center Director  
Bio Form**

**Center Info  
Form**

**Center Image  
Update Form**

**Media Consent  
Forms**

**Bee Request  
Form**

# Hello April!

## Upcoming Days:

Earth Month	All Month
April Fools	April 1
International Kids Yoga Day	April 4
National Pet Day	April 11
National ASL Day	April 15
Earth Day	April 22
*Buzz's Birthday	April 26 *
International Day of Dance	April 29



## Special Dates Emails

Special dates emails are sent out two weeks prior the upcoming month. These emails highlight fun dates to celebrate in your classrooms as well as on social media.

The dates in the email and calendar are suggestions—you're more than welcome to choose celebrate any dates not listed and that work best for you, as long as they're approved by your AD.

To find the  
2026 Special Dates Calendar

[\*\*CLICK HERE\*\*](#)



# AD Reports

## Social Media + GMB

**Busy  
Bees.**

**Bright  
Path**

- **Social Media**
- **Google My Business**
- **Evaluation**

# AD Reports

The AD Report is like a social media report card, reviewing your Instagram and Google My Business performance. Sent at the end of each quarter, it reflects your quarterly engagement.

## Social Media

Engagment		Consistency		Quality	Notes	
Centre	Total Followers	New Followers	Engagement Rate	Posts per Quarter		Status of Page
	241	12	4.62%	20	Great	Your page is well done! Photos are vibrant and fun. Would love for your centre to start posting more frequently.
	407	2		4	Ok	Please work on a posting schedule, this is below the minimum. 1-2 posts are required per week.
	557	5	4.87%	61	Perfect	Your team is doing great! Your page has bright and fun content!
	584	7	4.07%	53	Perfect	Amazing posting consistency! Keep it up. Photos are clear and lots of smiling faces.
	479	10	4.92%	49	Ok	Your page is good, it's has a great variety of photos. Would love to see more brighter tones in your photos.
	440	5	6.36%	41	Perfect	Really great photos! Great mix of children and activities. We would love to see more outdoor photos as well. Please be mindful of the Social Media Guidelines on Reels and Text/Stickers.
	255	3	5.14%	33	Great	Lots of different activites. Keep it up
	475	0	5.80%	22	Perfect	Page looks great. We would love for your centre to start posting 2-3 times a week!
	450	7		10	Great	Your content is beautiful. We would love to see you post more. Please work on posting schedule. 1-2 posts are required per week.
	412	1	4.26%	17	Great	Be mindful of the Social Media Guidelines and having text, stickers on your feed. Also of your cover photos for your reels. Otherwise your page looks great, lots of different activities and vibrant colours. Let's try posting 2-3 times a week this quarter.
this quarter		avg per month		this quarter		

## Google My Business

Centre	Ratings	New Reviews	Total Reviews	Notes
	4.4 4+ Stars	4	81	50+
	4.8 4+ Stars	0	64	50+
	4.9 4+ Stars	6	88	50+
	4.8 4+ Stars	5	126	50+
	4.7 4+ Stars	0	78	50+
	4.9 4+ Stars	10	106	50+
	4.8 4+ Stars	1	45	40+
	4.9 4+ Stars	4	67	50+
	4.9 4+ Stars	0	95	50+
	4.4 4+ Stars	1	63	50+
Goal: 4.7		this quarter	Goal: 50	



# Instagram

**This assessment focuses on everything covered in the 'Social Media Guidelines.'**

**What we look for:**

- Follower Gain
- Engagement Rate
- Consistency
- Photo Quality
- Type of Content
- Following Guidelines

Social Media						
	Engagement			Consistency	Quality	
Centre	Total Followers	New Followers	Engagement Rate	Posts per Quarter	Status of Page	Notes
<a href="#">A</a>	241	5	4.62%	20	Great	Your page is well done! Photos are vibrant and fun. Would love for your centre to start posting more frequently.
<a href="#">B</a>	407	15		4	Ok	Please work on a posting schedule, this is below the minimum. 1-2 posts are required per week.
<a href="#">C</a>	557	10	4.87%	61	Perfect	Your team is doing great! Your page has bright and fun content!
<a href="#">D</a>	584	4	4.07%	53	Perfect	Amazing posting consistency! Keep it up. Photos are clear and lots of smiling faces.
<a href="#">E</a>	479	6	4.92%	49	Ok	Your page is good, it's has a great variety of photos. Would love to see more brighter tones in your photos.
<a href="#">E</a>	440	10	6.36%	41	Perfect	Really great photos! Great mix of children and activities. We would love to see more outdoor photos as well. Please be mindful of the Social Media Guidelines on Reels and Text/Stickers.
<a href="#">G</a>	255	3	5.14%	33	Great	Lots of different activites. Keep it up
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<a href="#">I</a>	450	7		10	Great	Your content is beautiful. We would love to see you post more. Please work on posting schedule. 1-2 posts are required per week.
<a href="#">J</a>	412	2	4.26%	17	Great	Be mindful of the Social Media Guidelines and having text, stickers on your feed. Also of your cover photos for your reels. Otherwise your page looks great, lots of different activities and vibrant colours. Let's try posting 2-3 times a week this quarter.

this quarter

avg per month

this quarter

# Google My Business

Managing Google reviews is key to your locations reputation. Positive reviews build trust with families, help parents choose quality care, and show your commitment to their experience.

### Links:

- Every AD gets a link to their GMB page.
- Share these links to boost ratings.
- Many locations run giveaways to encourage reviews.

Google My Business						
Centre	Ratings		New Reviews	Total Reviews		Notes
<a href="#">Avondale</a>	4.4	4+ Stars	4	81	50+	
<a href="#">Maple Grove</a>	4.8	4+ Stars	0	64	50+	
<a href="#">Matheson East</a>	4.9	4+ Stars	6	88	50+	
<a href="#">Matheson West</a>	4.8	4+ Stars	5	126	50+	
<a href="#">Meadowvale</a>	4.7	4+ Stars	0	78	50+	
<a href="#">Milverton</a>	4.9	4+ Stars	10	106	50+	
<a href="#">Professor's Lake</a>	4.8	4+ Stars	1	45	40+	
<a href="#">Rutherford</a>	4.9	4+ Stars	4	67	50+	
<a href="#">Georgetown</a>	4.9	4+ Stars	0	95	50+	
<a href="#">Vaughan (Trowers)</a>	4.4	4+ Stars	1	63	50+	
Goal: 4.7		this quarter		Goal: 50		

### How we Evaluate:

- Each region has a set goal.
- We track how many new reviews you get each month.
- We monitor if your Google rating goes up or down.

# What are the Social Media Awards?

Every quarter, the marketing team chooses to highlight and reward a few centres/er's based on their social media performance.

## Social Media Awards



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### We look at:

- Quality
- Consistency
- Engagement Rates
- Creativity

### Categories:

- The Social Bee
- The Worker Bee
- The Navigator Bee

## The Social Bee

Based on the requirements, which location has the best overall performance - are they meeting all expectations and have taken the initiative to do more?



## The Worker Bee

Most Improved - is this location gradually progressing and have made noticeable adjustments to meet requirements?



## The Navigator Bee

This location has the most positive Google reviews and is able to maintain their Google Rating!



# THANK YOU!

Make sure to have lots of fun with your social media and make it your own space!

For any social media or marketing-related support, please feel free to email

[marketing@brightpathkids.com](mailto:marketing@brightpathkids.com)

