MEANING + MORE

#LINKINGTHEUNLIKELY
MEANING + More is a platform for people who long for less stress and more meaning in everyday life.

For the social media strategy, we decided to undertake an extensive brand and target audience analysis to then land on Instagram as the primary platform. The Instagram strategy is focused on 12 themes that are illustrated through both imagery and word postings.

The strategy also provided recommendations on posting frequency and length, how to create and curate the content and how to grow the channel’s reach.
BRAND ACCOUNT

MEANING + More
For those who seek less stress and more meaning in everyday life...
- Be inspired & inspire others.
- Meaning is life potential unfolded.
linktr.ee/meaningandmore

Followed by kathriehartes and ninabuerklin

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POSTS TAGGED

The best asset we have of being a contribution to the world is ourselves. If we understand ourselves, and by that I mean our minds, our bodies, and our spirits, we damage the very tool we need to make our highest contribution.

—Grant Kriek

Purpose commitment is positively associated with positive affect, hope, and happiness.

Meaning stands for the trio and only one purpose in life.

Meaning can take on different forms and those can change over a lifetime.