

CURRENT

Create Content

High quality, entertaining health education content that promotes our community to get healthier by accident. Content includes 1-2 weekly shorts for across all platforms, a weekly newsletter, and a weekly podcast



4/29/2023

Walk and Win

Healthybirds' first 'Walk to Unlock' event. Hosted weekly in Northwest Arkansas to encourage community activity and interaction. Prizes based on participation. Plans for expansion into other IRL regions and metaverse.



5/8/2023

Targeted Ads

Initiate marketing using targeted ads for social media growth and event recognition. Focus will be on content-driven ads.



5/15/2023

Education

Institute YouTube education campaign including 1-2 high quality, long-form videos every month based on the current season of content. Seasons of content are one month long and are chosen with help of the community.



9/2023

Philanthropy

Philanthropic health project for homeless community including free medical screenings and equipment. Healthybirds will partner with local medical education programs to assist.

