

Abracadabra Editorial Calendar

A four-week content rhythm for play, planning, community, and return visits.



Build emotional connection.

Introduce the experience through children's creativity, parent comfort, and the feeling of a place designed for both.

- Brand story
- Play experience
- Parent perspective
- Clear visit information

Make planning easier.

Use practical posts to answer questions, explain routines, and help families picture the visit before they arrive.

- What to expect
- Program highlights
- Planning tips
- Membership reminder

Activate the community.

Connect programming with local partners and real family moments that extend the brand beyond the feed.

- Event announcement
- Partner feature
- Behind the scenes
- Customer memory

Diagnose and refine.

Review which ideas and formats earned attention, saves, shares, and meaningful responses, then use those patterns to plan the next cycle.

- Post-level review
- Format comparison
- Pattern identification
- Action plan