

JANUARY

CONTENT

CALENDAR

April National Day Content Calendar for Birth Workers

This calendar uses the A.C.E.S. method of generating social media content!

Authority: Share something that you have authority on to give a glimpse into why you are an asset in your field.

Connect: This is a chance for your followers to connect with you by getting to know you and your business better

Engagement: Followers commenting is a great way to get people not connected to your page to find you. The more you can get your followers commenting the easier that is achieved.

Special: Every so often you need to show something you are selling, creating, or offering. Because if you never share then they will likely never know it's an available!

You can use this method beyond the functionality of this calendar! to create your own content as well!

There are no dates or dead lines on this calendar because life is busy, especially for birth workers who sometimes slip out of existence for a few days for long births. So having a calendar that is flexible and at our own pace is vital for us!



TIPS FOR USING THIS CALENDAR

1. Always have a call to action somewhere in your post! for instance if you are making a post about accomplishing a task follow it up with asking your followers if they have accomplished any big tasks lately.
2. When you are bragging about yourself or your business do it without comparing yourselves to others. Avoid phrases like, “Unlike many doulas I _____” You want to show how you stand out but you also want to build a strong overall community of birth workers. We are all stronger together!
3. When possible post any links in the comments instead of the body of the post. Facebook is cracking down and burying posts that take followers away from facebook.
4. With any post focus on the positive. Don’t lie or cover up, but focus on the positive. For instance instead of bashing a care provider who did not serve their client well, share about a fantastic care provider who did!
5. As often as you can when responding to comments on your posts share links that take people to your resources, classes, product, blog, services, etc. Best rule of thumb is to do this while avoiding sounding like an MLM rep! For example: “that is a great comment! I actually talked about that in a blog post recently, here is the link if anyone is interested.”
6. For each call to action for your followers answer the call yourself too! For instance if you ask them to share something they are afraid of share yours too to lead by example. This helps them feel like they are engaging with you as a person.
7. I have places to put the dates you posted the post as an optional tool. That way if you find that post was popular you can wait a certain amount of time before making a similar post again. If this is not something you need feel free to just put the word “Completed” or “Posted” so you know you have done that one!
8. I did not include any holiday themed posts in this calendar because I have a separate calendar that covers all the special holidays and seasons! Using both calendars congruently is super helpful and can stretch a calendar that’s a year long into 2 years or more!
9. Do the calendar in any order you like but try to avoid doing several Connect posts in a row and then followed by a series of Authority posts in a row. Keep it as even as you can. making your posting varied and engaging.
10. If you know that you are having a birth or vacation coming up save a few of the “easy” ones for those times so you stay active even while you are “away”.
11. This calendar does not have to be done in any specific order. Skip around with what feels right for the season you are going through. This will make the calendar more personal and unique to you.
12. Post at least 3 times a week but 1-2 per day is optimal for facebook, 1-3 for instagram, 11-30 for Pinterest, and 15-20 for Twitter.
13. Once you have completed all of the posts or you just want to start fresh you can clear the “Date posted” column so that it’s like a brand new calendar! You can also swap out your own thoughts and ideas for the “Content” column! Make it your own because YOU are your business’ biggest asset!
14. The post ideas below can be posted any way you like! Text, blog, video, podcast, and more! It might be even fun to do a variety of all when you can!

CONTENT

January	Content type	Content	Date Posted	Number of Responses/Notes
January 1	Connect	Share your successes from last year and your goals for the upcoming year		
January 2	Engage	Ask your followers to share some of their goals and resolutions for the year		
January 3	Authority	National Drinking Straw Day: Share something that you as a person or as a business does for the environment.		
January 4	Connect	National Spaghetti Day: Share your favorite pasta recipe!		
January 5	Engage	National Keto Day: Ask your followers to share a diet or exercise that has helped them in their journey to being healthier		

GOALS FOR APRIL



New Resource



SEO



Product/service update



Expenses



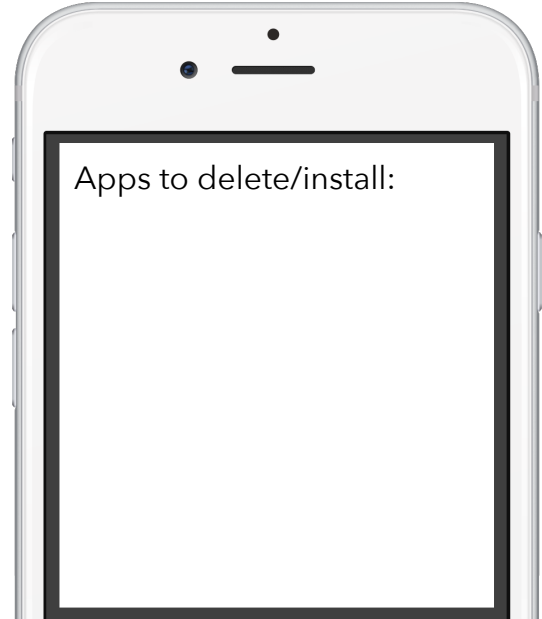
Time Management



Self care

January 6	Authority	National Technology Day: Post tech you use regularly for your business that you love! (even as simple as your phone or laptop)		
January 7	Connect	National Pass Gas Day: Share an embarrassing story.		
January 8	Engage	National bubble Bath Day: Ask your followers to share their go to relaxation method.		
January 9	Authority	National Apricot Day: Share some healthy snacks for pregnancy, labor, postpartum, or breastfeeding ideas!		
January 10	Special	Hose plant appreciation Day: Share a picture of a product you sell with a houseplant. If you don't have a product post a pic that represents a package or service you offer (you for instance!). If you don't have a houseplant and outside plant will do!		

GOALS FOR FEBRUARY



Resource to check
out/make



Blog Post to read/
write



Video to watch/make

<p>January 11</p>	<p>Engage</p>	<p>National human Trafficking Awareness Day: Ask your followers to post a GIF of a candle and to share a moment of silence for all the children we have lost (Having a link to where they can help financially or by volunteering is a good idea).</p>		
<p>January 12</p>	<p>Authority</p>	<p>National Chicken Curry Day: Share some tips on coping through heartburn during pregnancy.</p>		
<p>January 13</p>	<p>Connect</p>	<p>National Make Your Dream Come True Day: share with your followers what your dream life would look like (You can narrow it down to almost anything, dream car, job, house, etc.)</p>		
<p>January 14</p>	<p>Authority</p>	<p>National Cesarean Section Day: Share something related to C-sections like statistics, tips on how to avoid, or tips on postpartum care.</p>		
<p>January 15</p>	<p>Engage</p>	<p>National Hat Day: Ask your followers to put whatever is closest to them on their head and take a selfie, that's their hat for hat day. (this can generate fun pics of people with remote controls or their cat on their head)</p>		

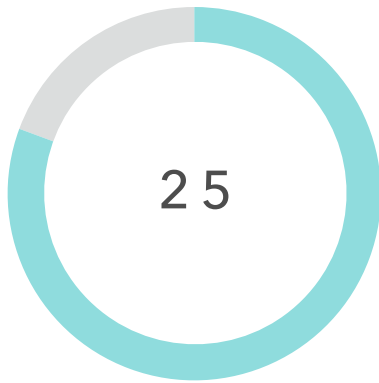
January 16	Engage	National Get to Know Your Customers Day: Ask your followers to share three things about them!		
January 17	Connect	Kid Inventors Day: Share something with your followers that you were so proud of as a kid.		
January 18	Authority	National Thesaurus Day: Share with your followers some alternative words that help families coping through labor (Like waves instead of contractions) Share some you use in your work.		
January 19	Special	National Good Memory Day: Have your followers guess how much a product/service/package you offer is and test their memory, they might be surprised at the low cost of it.		
January 20	Engage	National Take a Walk Outdoors Day: Have your followers share a picture of them enjoying the outdoors (Could be a photo of today or recently)		
January 21	Authority	National Granola Bar Day: Share your favorite snacks to take with you to a labor.		

January 22	Engage	National Blondie Brownie Day: Have your followers vote on which is better.		
January 23	Connect	National Clashing Clothes Day: Put on some clashing clothes and share a pic with your followers.		
January 24	Authority	National Just Do It Day: Talk about something with your business that you have been putting off but want to tackle today or soon.		
January 25	Connect	National Opposite Day: Post a status of what you have your plans for the day in opposite terms and have your followers try and guess what you are actually doing.		
January 26	Engage	National Spouses Day: Ask your followers to share and brag stories of how their spouses shined during pregnancy, labor, birth, or postpartum.		
January 27	Authority	National Chocolate Cake Day: Make a virtual Birthday Card or cake for your doula babies and share a blessing or hope for their futures.		

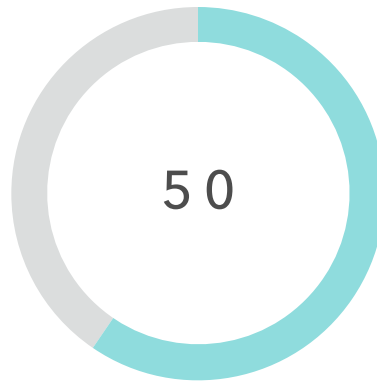
<p>January 28</p>	<p>Special</p>	<p>National Kazoo Day: Offer a coupon or free gift for the follower who creates the best jingle for your business with a kazoo (or mouth kazoo if they don't have one)</p>		
<p>January 29</p>	<p>Connect</p>	<p>Share with your followers how your goals for the year are going so far.</p>		
<p>January 30</p>	<p>Engage</p>	<p>National Yodel For Your Neighbors Day: Challenge your followers to post a video of them yodeling loudly and to challenge others to do the same (This would be fun to connect with a charity of your or your followers choice!</p>		
<p>January 31</p>	<p>Authority</p>	<p>National Inspire Your Heart with Art Day: Find a birthy art, or share one of your own, and explain why you like it.</p>		

Notes:

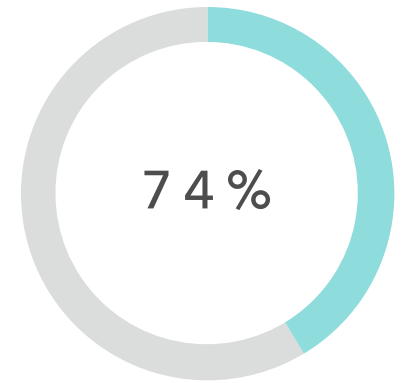
APRIL RECAP



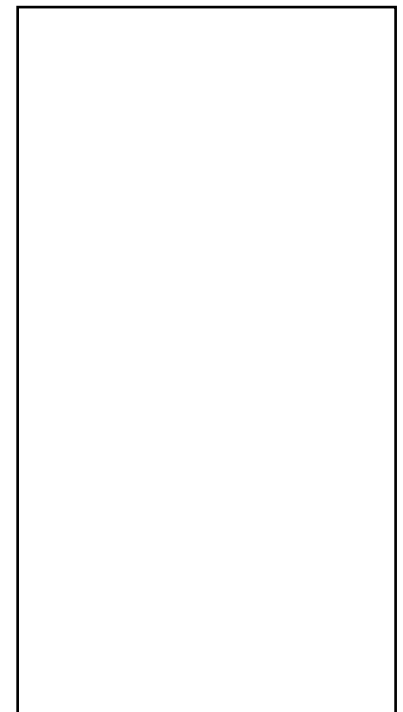
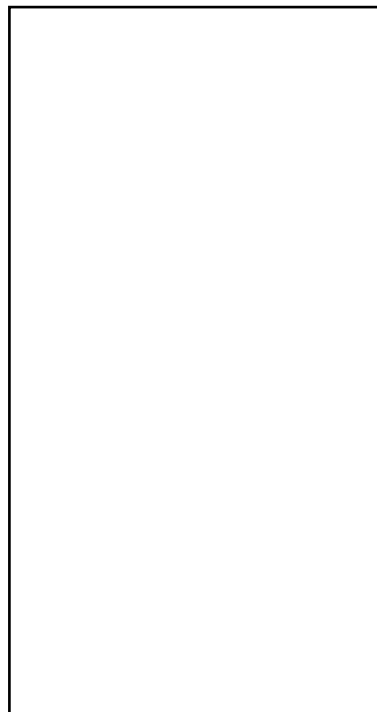
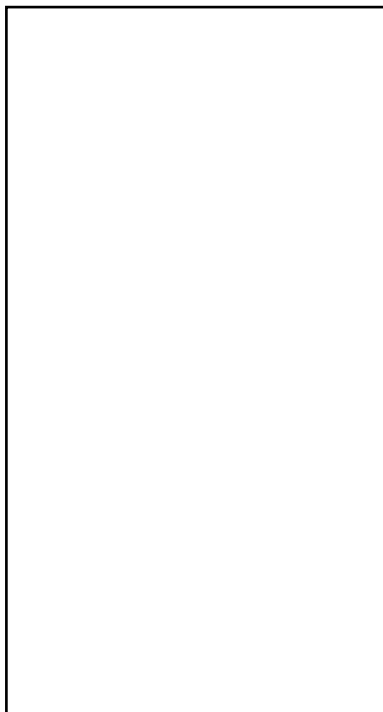
Days of January posted



Engagements



New contacts



Word of Encouragement: Every month will not be perfect! Be gracious and patient with yourself! Making a schedule of posts is not supposed to make work harder. It's supposed to make you work less and be able to give yourself permission to rest!