

APRIL

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.

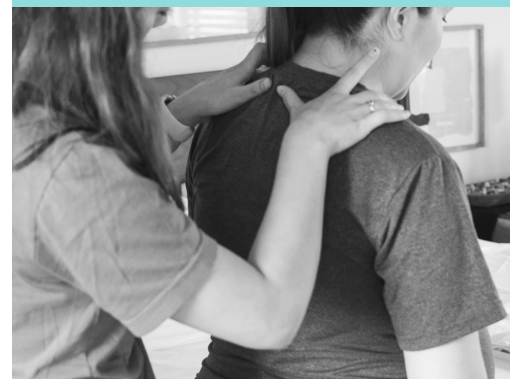
Connect: This is a chance for your followers to connect with you by getting to know you and your business better

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

April	Content type	Content	Date Posted	Number of Responses/Notes
1- National One Cent Day	Connect	Ask your clients to share their advice they would give to new or repeat moms (play on words with “my two cents”)		
2- National Peanut Butter and Jelly Day	Authority	Share helpful protein consumption tips! Like Peanuts!		
3- National Find a Rainbow Day or National Children Day	Engage	Encourage followers to share about their rainbow babies, and/ or their hope for a rainbow baby, or share something fun about their children.		
4- National Vitamin C Day	Connect	Talk with your clients about Vitamins and how you like to get them in your own diet.		
5- National Caramel Day	Engage	Ask your followers to share a GIF of their favorite comfort food		

GOALS FOR APRIL



New Resource



SEO



Product/service update



Expenses



Time Management



Self care

<p>6- National Library Workers Day</p>	<p>Authority</p>	<p>Share a pic or a list of your personal birth Library and tell something about one or a few of the books and why you recommend them to your clients.</p>		
<p>7- National “Girl Me Too” Day</p>	<p>Connect</p>	<p>Encourage your followers to share a “Girl Me Too” moment and share one of your own.</p>		
<p>8- National Zoo Lovers Day</p>	<p>Engage</p>	<p>Challenge your followers to share GIF of an animal that describes how they are feeling that day, while pregnant, or while in labor.</p>		
<p>9- National Name Yourself Day</p>	<p>Connect</p>	<p>Empowerment starts with us, challenge your followers to choose a title/word/ name that they want to define their future and do this your self! (Examples: Confident, positive, encouraging, etc.)</p>		
<p>10- National Siblings Day</p>	<p>Special</p>	<p>Do a giveaway for siblings! Ask your followers to share a pic of their older siblings loving on their new baby siblings and have followers vote by hearting or liking in the comments! Winner gets a prize!</p>		
<p>11- National 8 Track tape Day</p>	<p>Engage</p>	<p>Lets make a birth play list! Encourage your followers to share a funny song to have playing in labor or birth and see what they come up with!</p>		

GOALS FOR MAY



Resource to check
out/make



Blog Post to read/
write



Video to watch/make

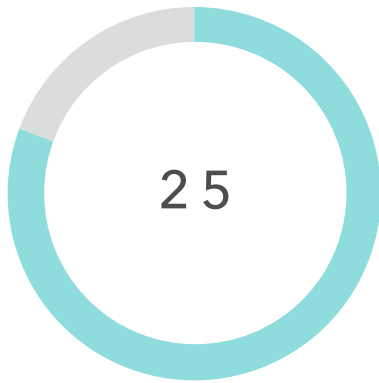
12-National Big Wind Day	Authority	Share why breathing is so important and it's impacts on labor, birth, and help!		
13- National Make Lunch Count Day	Connect	Share something you like to have for lunch that is healthy and as your followers to do the same		
14- National Reach as High as You Can Day	Authority	Share your goals for the future of your business		
15 - National Get to Know Your Customers Day	Engage	Ask your followers to share 2 things about themselves and why they like following your page		
16-National Healthcare Decisions Day	Authority	Talk about informed consent and it's impact on your care		
17- National Haiku Poetry Day	Connect	Write a Haiku poem about your work, birth, or your day!		
18- National Columnist Day	Authority	Share a blog post you wrote recently		
19- National Hanging Out Day	Special	Do a live video and chat with your followers (consider a giveaway or treat for the person who engages the most)		

20- National Look Alike Day	Engage	Ask your followers to share their own celeb doppelgänger or ask them to pick one that looks like you		
21- National Kindergarten Day	Authority	Make a video or post directed at kids to explain what you do and how it benefits kids too (Explain it to me like I'm 5 GIF would be a fun addition)		
22- National Earth Day	Engage	Ask your followers to share what they enjoy to do in nature and how that activity can be replenishing during pregnancy or postpartum		
23- National Talk like Shakespeare Day	Connect	Tell your or a client's birth story like a Shakespeare character and ask your followers to do the same		
24- National Pool Opening Day	Authority	Talk about water and it's benefits in labor, birth, postpartum, or health in general		
25- National Telephone Day	Connect	Share what a phone consultation or interview is like and what you like to discuss		
26- National Kids and Pets Day	Engage	Ask your followers to share how many kids and pets they have vs. how many why want		
27- National Tell A Story Day	Authority	Tell a story about a victory you had with a client. How you helped them overcome and obstacle or how you overcame your own obstacle.		

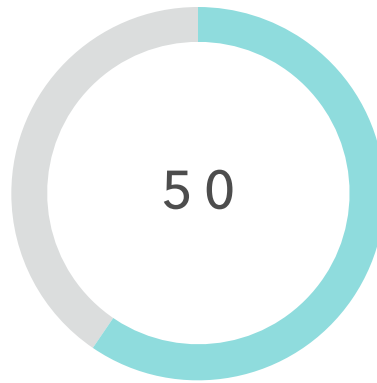
<p>28- National Super Hero Day</p>	<p>Engage</p>	<p>Ask your followers to share who their hero is and share yours too!</p>		
<p>29- National Zipper Day</p>	<p>Authority</p>	<p>Share with your clients how you bring elements of the family and even elements of the community together</p>		
<p>30- National Preparathon Day</p>	<p>Engage</p>	<p>Ask your clients to share what prep they have done for their labor, postpartum, or breastfeeding journey and share your tips too!</p>		

Notes:

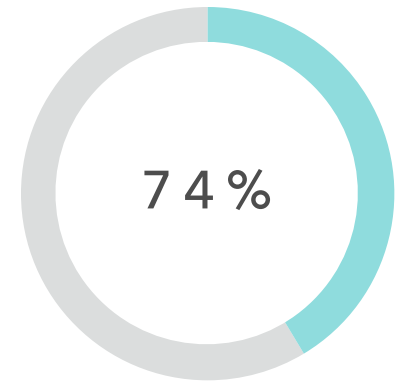
APRIL RECAP



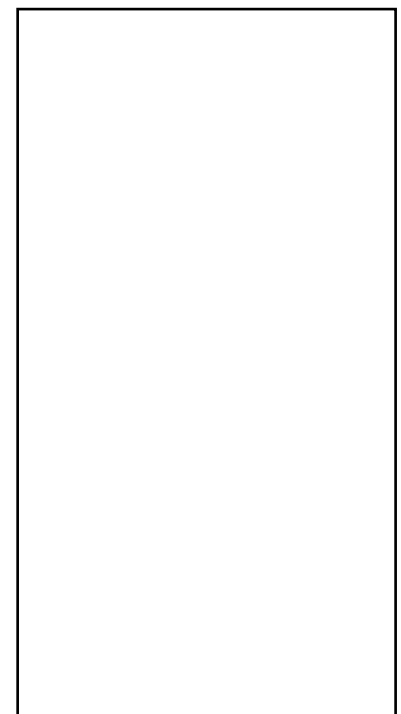
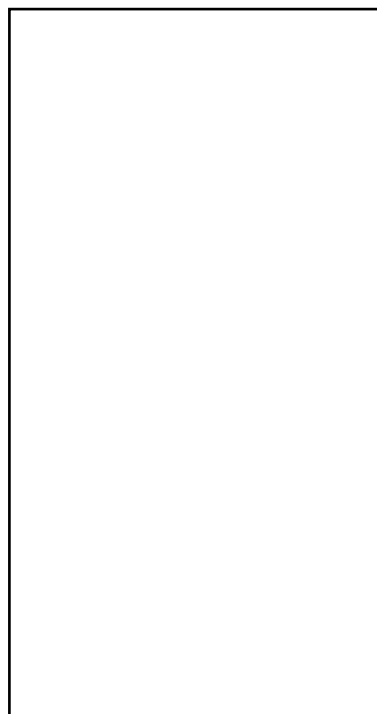
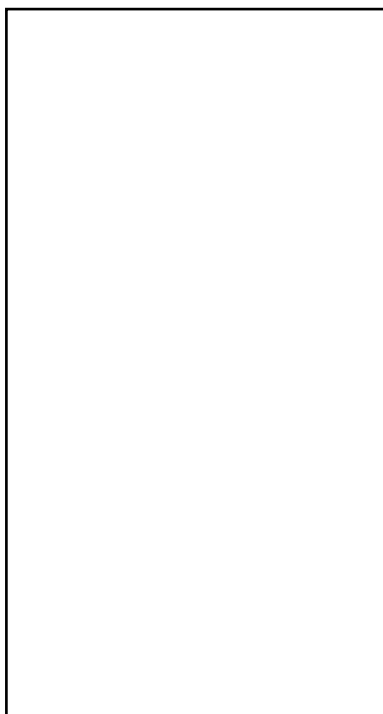
Days of April posted



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!