

Helping Women Period  
**Social Media Strategy, Calendar & Copy**

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## STRATEGY SUGGESTIONS

- On instagram, it is best to have the name of the organization be the most prominent
  - We would recommend to change “Lysne Tait” to “Helping Women Period” as the name of your instagram page
    - You could always include that you are the one that runs it in the description
- Tone/voice/copy
  - Make you have a caption with each post
  - Be targeted with emoji use; it adds character and makes people pause
  - Instagram
    - Be careful with link use - on instagram it doesn't actually link to a website and can clutter a post
- Graphics
  - Match brand guidelines in terms of color, font, style etc. such as the ones that we provided
    - This keeps consistency and allows people to recognize the brand instantly
- Photos
  - Try to include high quality photos or stock images (especially for instagram)
  - Include more people features
    - Whether it is volunteers, donors, you or people who are impacted, people engage more when there is a human connection
  - Take pictures at events
    - Herself
    - Volunteers
    - Event venue
- Interactions
  - In posts, whether on facebook, twitter or instagram, try to add more engagement items (such as asking questions or what people think)
    - Make sure to be responsive
    - Usually can get people to share more
  - Instagram stories
    - Use as an interactive platform
    - Can ask followers questions (ex: what times are best for you to volunteer? What do you want see more on your page?)
    - Repost challenges



## CAMPAIGN CALENDAR GUIDELINES

<p>#MondayMenstrualWarrior</p>	<p><b>Post once a week</b></p> <ul style="list-style-type: none"> <li>● Expand on people featured - Can include             <ul style="list-style-type: none"> <li>○ Donors</li> <li>○ Politicians making a difference</li> <li>○ Volunteers</li> <li>○ People in the community making an impact</li> <li>○ Share story of someone who has overcome period poverty with the help of HWP (if willing to talk)</li> </ul> </li> </ul>
<p>Webinars</p>	<p><b>Post once a week on Facebook &amp; Twitter for 10 weeks</b></p> <ul style="list-style-type: none"> <li>● Use the hashtag: #TipsWithHWP on Facebook and Twitter             <ul style="list-style-type: none"> <li>○ Side note: Instagram this content is within the stories &amp; main posts - this video content isn't quite appropriate for Instagram</li> </ul> </li> <li>● Use the copy included in the under "Webinar Facebook &amp; Website Copy" in the section below</li> </ul>
<p>#EducationPeriod #TuesdayTamponTalks</p>	<p><b>Post twice a month using #EducationPeriod - #TuesdayTamponTalks can be a complimenting hashtag</b></p> <ul style="list-style-type: none"> <li>● Can use template made for both hashtags</li> <li>● Can use stock images or if appropriate images from HWP</li> <li>● Copy ideas in the next section</li> </ul>
<p>Volunteering &amp; Donating</p>	<p><b>Post as needed</b></p> <ul style="list-style-type: none"> <li>● Promotion for volunteers needed             <ul style="list-style-type: none"> <li>○ Template</li> </ul> </li> <li>● Showcasing donors and why it is important to donate</li> <li>● Feature volunteers more             <ul style="list-style-type: none"> <li>○ See copy examples in "Volunteer Copy" examples below</li> <li>○ Use pictures from events &amp; post</li> <li>○ Can also feature on Instagram stories</li> </ul> </li> </ul>
<p>Instagram Stories</p>	<p>Use Instagram stories as a way to grab more attention - good tool to use at events and for quick features</p> <ul style="list-style-type: none"> <li>● We provided a video explaining how to use Instagram stories</li> <li>● Post highlight icons covers first (we can help)             <ul style="list-style-type: none"> <li>○ Highlight Names:                 <ul style="list-style-type: none"> <li>■ Volunteer</li> <li>■ Partners</li> </ul> </li> </ul> </li> </ul>



	<ul style="list-style-type: none"><li>■ EndPeriodPoverty</li><li>■ Products</li><li>■ DYK</li><li>■ Donate</li></ul> <ul style="list-style-type: none"><li>● Post the designated posts (labeled volunteer, partner, etc.) for each specific highlight</li></ul>
Other Posts	<p>Use other types of posts in between these campaigns at appropriate times</p> <ul style="list-style-type: none"><li>● Fun posts<ul style="list-style-type: none"><li>○ Empowering Quotes</li><li>○ Self-help type posts (see random instagram post)</li></ul></li><li>● Posts for stakeholders<ul style="list-style-type: none"><li>○ Donor</li><li>○ Volunteers</li><li>○ Thank you posts</li></ul></li></ul>



## SOCIAL MEDIA CAPTIONS

### Education Period Examples

#### #1:

A year's supply of sanitary products in the United States costs more than \$70.

**Caption:** In the U.K., there is a five percent tax on period products – in total, sanitary products cost over 5,000 pounds in a lifetime. (Add anything else)

**#2:** Lack of affordability and information have led many young women to use only one tampon per day or one pad for multiple days.

**Caption:** When proper products are not available or affordable, women are often forced to use alternatives such as socks, dishrags and newspapers during their cycles.

#### #3:

Lack of menstrual hygiene can lead to very serious health risks such as Toxic Shock Syndrome.

**Caption:** Toxic Shock Syndrome is a life-threatening illness. In Bangladesh, India and many other countries, infections and cervical cancer are also results of poor hygiene. (Add anything else)

#### #4:

Many girls from low-income families around the world are skipping school because they cannot afford tampons or pads.

**Caption:** Missing school during menstrual cycles has been a well-known pattern in developing countries, like Kenya, for years. Now, the reality is setting in that this is a trend for low-income girls everywhere, including the Western world.

**#5:** The stigma surrounding periods has been shown to directly affect a girl's potential to succeed.

**Caption:** If a girl misses school every time she has her period, she is set 145 days behind her fellow male students. Even then, most girls in the developing world choose to drop out of school altogether rather than face the embarrassment and shame of being unprepared for their periods.



## **Webinar Facebook and Website Copy**

Captions for Facebook to go along with the accompanying webinars - the titles are the names on the files

### **1. HWP Starting**

We needed to do something.

Find out why we felt we should take up in the fight against period poverty in our first “Helping in 30 seconds or less” video! #TipsWithHWP

### **2. HWP Starting 2**

Interested in starting your own organization to fight period poverty? In this episode of “Helping in 30 seconds or less,” we show how we started. How will you? #TipsWithHWP

### **3. Supplies**

If you are thinking of starting an organization like ours, make sure to do your research to find the best supplier for menstrual products in your area. Here’s more details on ours #TipsWithHWP

### **4. Partnerships**

How do we get our products out to homeless and low-income menstruators? Our local partners!

To all of our partners, from schools to food pantries to shelters to other organizations and businesses, thank you for helping us fight period poverty.

### **5. Partner with us**

We rely on our partners to educate and inform us on the need in our community. Know an organization that could benefit from receiving menstrual products? Send us an email to [lysne@helpingwomenperiod.org](mailto:lysne@helpingwomenperiod.org)



## **6. Volunteer**

Anyone can fight period poverty. Do you want to help? Volunteer with HWP!

On this episode of “Helping in 15 seconds or less” find out how you can volunteer!

## **7. Address Period Poverty**

How are you addressing period poverty in your life? Let us know in the comments below! #TipsWithHWP

## **8. Similar Organization Tip 1**

Looking to start an organization like HWP to fight period poverty?

Our first tip in this series of Helping in 15 seconds or less: Inventory! #TipsWithHWP

## **9. Similar Organization Tip 2**

Looking to start an organization like HWP to fight period poverty?

Our second tip in this series of Helping in 15 seconds or less: get a board you can trust and file your 501C3! #TipsWithHWP

## **10. Similar Organization Tip 3**

Looking to start an organization like HWP to fight period poverty?

Our third tip in this series of Helping in 15 seconds or less: partnerships! #TipsWithHWP



## Volunteer & Donor Copy Examples

### Image Option:

Photo of volunteer or sign up to volunteer template

### Caption:

Why volunteer with us? You can help to close the period poverty gap by helping one menstruator at a time, no matter what role you are doing at HWP.

*Volunteer features - example of how you could start featuring volunteers more!*

### Image Option:

DSC\_1046 in Photos Folder

### Caption:

Why volunteer with us?

“My most fulfilling experience is knowing I’m helping other people by giving away things I usually take for granted like tampons and pads, and seeing that menstrual products are a lifesaver for people really puts things in perspective.” - Nicole

### Image Option:

“Donate \$35”

### Caption:

Together, we can make sure no menstruator has to stay home or choose between food and menstrual products. \$35 can provide a menstruator with product for the year.

#EndPeriodPoverty



## **Instagram Story Highlights**

How to make an Instagram Story Highlights:

<https://www.youtube.com/watch?v=wdOD4wfXJ5w>

Different ways of using Instagram Highlights!

<https://www.youtube.com/watch?v=tRTJBp6LyRI>

Our templates serve as the foundation of your story highlights. The more you post on your Instagram Story, the more content will be added within the highlights!

## **Highlight Story Order**

- 1. Donate**
- 2. Did You Know? (DYK)**
- 3. Products**
- 4. End Period Poverty**
- 5. Partners**
- 6. Volunteers**

