



Social Media Content Calendar

Suggested Posts for States/Jurisdictions and Partners
March - August 2023

Introduction

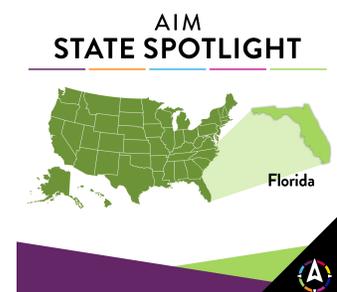
The following content calendar is intended to provide suggestions for incorporating AIM and its programs into your organization's social media. This allows each organization to select what is appropriate for their individual channels and have ready-made content and messaging from AIM to integrate into your social media calendars around relevant dates.

Content

Each organization will create its own content calendar. Generally, posts should be planned out 2-4 weeks ahead and can be pre-loaded using a social media management tool or loaded directly onto each platform.

Social media content can consist of the suggested AIM-related posts below, along with your organization's announcements, news articles, events, educational information, opinions on industry-relevant breaking news, sharing content, and more. See the online toolkit document, [Social Media Strategy 101: How to Leverage Social Media to Meet Your Organization's Needs](#), for guidance on creating a strategy that informs your calendar.

Another approach for content creation includes recurring posts or themes that serve as templates for multiple posts. Themes can appear weekly or monthly—and don't have to be every week/month but should be fairly consistent. AIM currently uses Employee quotes, AIM National Team profiles, Partner Spotlights, State Spotlights, Data-Driven Highlights and Bundle Posts as enduring content. A few graphic examples are below—AIM National Team, Team Member Introduction, and AIM State Spotlight. States and partners can create their own recurring posts that best complement their own mission, program or organization.



Images

To be successful on social media, high-quality photos are required. When developing your calendar, we recommend creating a robust library of images that are approved for use on social media. Taking a variety of high-quality images all at once during a photoshoot saves time and allows for many options for different relevant posts. In advance of a photoshoot, create a detailed shot sheet of images that would serve a variety of different purposes for communications and marketing. It is also a good idea to create a place to store your images that is accessible to your team, such as Dropbox, Google Drive, and iCloud Sharing.

Social Assets

AIM has developed social media assets to support select awareness days, events or other observances. For this 6-month calendar (March - August 2023) assets have been created to support the following content and are available in the online toolkit.

<ul style="list-style-type: none">• Women’s History Month• International Women’s Day• Patient Safety Awareness Week• National Doctor’s Day• National Public Health Week• Black Maternal Health Week• National Nurses Month• Mental Health Awareness Month• Maternal Mental Health Day	<ul style="list-style-type: none">• Mother’s Day• ACOG Annual Clinical & Scientific Meeting• Pride Month• Father’s Day• Juneteenth• National Minority Mental Health Awareness Month• International Overdose Awareness Day
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In addition, general graphics such as AIM logos, statistical graphics and other items are also available in the social media assets folder of the online toolkit.

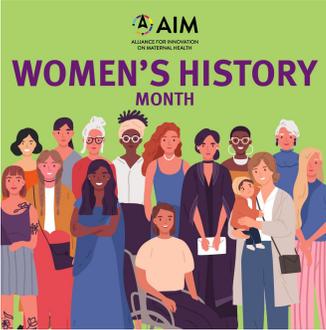
Hashtags

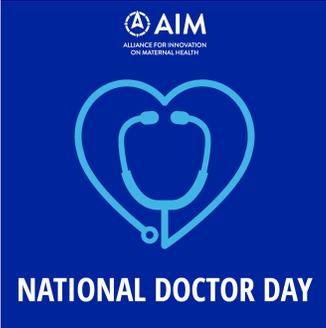
Before posting, broaden your overall reach and engagement by using relevant and branded hashtags. Whether promoting AIM's services or raising awareness around our specific topics, events, and themes, incorporating a variety of hashtags can help connect your social media content to conversations. For best results, we recommended using 3-5 hashtags per post. Hashtags should be a combination of relevant and branded hashtags.

Examples include:

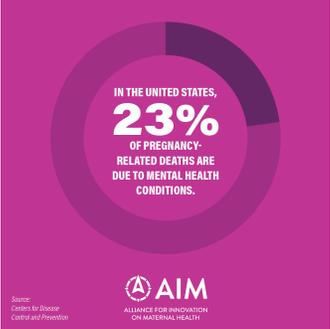
<p>Relevant hashtags:</p> <ul style="list-style-type: none">• #MaternalHealth• #MaternalHealthMatters	<p>Branded Hashtags:</p> <ul style="list-style-type: none">• #AIMForChange2023• #AIMPatientSafetyBundle
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Suggested Monthly Calendar Highlights: March - August 2023

Date	Suggested Topic/Text	Hashtags	Suggested Image
March 2023			
<p>March 2023</p>	<p>Women’s History Month</p> <p>Happy #WomensHistoryMonth!</p> <p>As an AIM [state/jurisdiction/partner], we honor how far women in healthcare have come while emphasizing the ongoing challenges to achieving full professional inclusion and equity and insisting on essential system-wide changes.</p> <p>Thank you to all who have helped pave the way to advance women in healthcare.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #WomensHistory</p>	
<p>March 13-19, 2023</p>	<p>Patient Safety Awareness Week</p> <p>As an AIM [state/jurisdiction/partner], we are proud to support the Institute for Healthcare Improvement’s (IHI) #PatientSafetyAwarenessWeek, inspiring action, both locally and globally, to improve patient safety.</p> <p>Through AIM’s Patient Safety Bundles and data-driven quality improvement, we can highlight best practices for providing respectful, equitable, and supportive care to every patient.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #AIMPatientSafetyBundle #PatientSafetyAwareness #PatientSafety</p>	

	<p>For more information, please visit https://saferbirth.org/patient-safety-bundles/.</p>		
March 30, 2023	<p>National Doctor's Day</p> <p>Today is #NationalDoctorsDay!</p> <p>As an AIM [state/jurisdiction/partner], we are proud to work alongside doctors to develop and implement Patient Safety Bundles in birthing facilities across the United States.</p> <p>We value their knowledge and commitment to improving practices and processes to make birth safer, improve maternal health outcomes, and save lives.</p> <p>Thank you, Doctors, for all you do.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #DoctorsDay #Doctors</p>	
April 2023			
April 3-9, 2023	<p>National Public Health Week</p> <p>It's #NationalPublicHealthWeek!</p> <p>Public health professionals are an essential part of the healthcare community. As an AIM [state/jurisdiction/partner], we are proud of their commitment to promoting best practices, improving maternal health outcomes, and making birth safer.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #PublicHealth #PublicHealthProfessionals</p>	

	Thank you, Public health professionals, for all you do.		
April 11-17, 2023	<p>Black Maternal Health Week</p> <p>This week is #BlackMaternalHealthWeek, a platform to build awareness and activism to amplify the voices, perspectives, and lived experiences of Black birthing people.</p> <p>Did you know that Black-birthing people are more than three times as likely to die from pregnancy-related complications as White-birthing people?</p> <p>We are proud to be an AIM [state/jurisdiction/partner] working continuously to build an equitable healthcare system that addresses this unacceptable disparity, and improves perinatal health outcomes and maternal health equity.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #BMHW #BlackLivesMatter</p>	Graphics under development

May 2023			
May 2023	<p>National Nurses Month</p> <p>Did you know that May is #NationalNursesMonth?</p> <p>As an AIM [state/jurisdiction/partner], we are proud to work with nurses. We value their knowledge and commitment to improving practices and processes to make birth safer, improve maternal health outcomes, and save lives.</p> <p>Thank you, nurses, for making birth safer!</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #NursesMonth #NursesMonth2023 #NursesWeek</p>	
May 2023	<p>Mental Health Awareness Month</p> <p>In the United States, 23% of pregnancy-related deaths are due to mental health conditions.</p> <p>To address rising rates in the United States, AIM developed the Perinatal Mental Health Conditions Patient Safety Bundle. This bundle improves processes of care and maternal health outcomes, and saves lives.</p> <p>To learn more about AIM’s Perinatal Mental Health bundle, please visit https://saferbirth.org/psbs/perinatal-mental-health-conditions/.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #AIMPatientSafetyBundle #MentalHealthMatters #MentalHealthAwareness #MentalHealthAwareness Month #MentalHealthAwareness Week</p>	
May Continued			

<p>May 5, 2023</p>	<p>Maternal Mental Health Day</p> <p>Today is #MaternalMentalHealthDay, a day to raise awareness of every parent's mental health before and after pregnancy.</p> <p>Today and every day, we work to eradicate the stigma of these illnesses and help parents seek medical help without fear of judgment.</p> <p>The National Maternal Mental Health Hotline provides 24/7, free, confidential support, resources, and referrals to pregnant and postpartum mothers facing mental health challenges and their loved ones. Call or text 1-833-9-HELP4MOMS (1-833-943-5746) to connect with counselors.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #MaternalMentalHealth #MentalHealth #MentalHealthMatters #MentalHealthAwareness</p>	<p>Graphics under development</p>
<p>May 14, 2023</p>	<p>Mother's Day</p> <p>Happy #MothersDay to all pregnant and postpartum mothers and all mothers working in the healthcare industry!</p> <p>Whether you're a grandmother, foster mother, stepmother, bereaved mother, or a mother figure, today we honor you.</p> <p>As an AIM [state/jurisdiction/partner], we recognize and salute your dedication.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #MothersDay2023 #HappyMothersDay</p>	<p>Graphics under development</p>
<p>May Continued</p>			

<p>May 19-21, 2023</p>	<p>ACOG Annual Clinical & Scientific Meeting</p> <p>This week we're joining @ACOG for its 2023 Annual Clinical & Scientific Meeting in Baltimore, Maryland!</p> <p>We're excited for a week of sharing cutting-edge research, clinical best practices, and collaborative solutions to the challenges facing our community.</p> <p>Check out the sessions here: https://annualmeeting.acog.org/.</p>	<p>#ACOG2023 #AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity</p>	<p>Graphics under development</p>
<p>June 2023</p>			
<p>June 2023</p>	<p>Pride Month</p> <p>Happy #PrideMonth!</p> <p>As an AIM [state/jurisdiction/partner], we celebrate LGBTQIA+ people, families, and providers. We are honored to continue building on the progress toward inclusive and respectful care for all birthing people.</p> <p>To learn more, please visit www.saferbirth.org.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #LGBTQIA #Pride2023 #Pride</p>	<p>Graphics under development</p>
<p>June Continued</p>			

<p>June 18, 2023</p>	<p>Father's Day</p> <p>Happy #FathersDay!</p> <p>Fathers and partners of birthing people are vital advocates and supporters throughout perinatal and postpartum care.</p> <p>As an AIM [state/jurisdiction/partner], we honor all Fathers and their role as partners and parents.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #FathersDay2023 #HappyFathersDay</p>	<p>Graphics under development</p>
<p>June 19, 2023</p>	<p>Juneteenth</p> <p>Today is #Juneteenth.</p> <p>To ensure Black People's health and safety and as an AIM [state/jurisdiction/partner], we keep our commitment to identifying, mitigating, and eliminating racism in obstetrics and gynecology at the forefront of our minds and our work.</p> <p>To learn more, please visit www.saferbirth.org.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #BlackLivesMatter</p>	<p>Graphics under development</p>

July 2023			
July 2023	<p>National Minority Mental Health Awareness Month</p> <p>July is #NationalMinorityMentalHealthMonth.</p> <p>As an AIM [state/jurisdiction/partner], we continuously collaborate with the greater healthcare community to address the unique struggles that racial and ethnic minority communities face regarding mental illness in the United States.</p> <p>We are proud to be a part of improving access to quality mental health services.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #MinorityMentalHealthMonth</p>	Graphics under development
August 2023			
August 31, 2023	<p>International Overdose Awareness Day</p> <p>Today is #InternationalOverdoseAwarenessDay.</p> <p>AIM's Care for Pregnant and Postpartum People with a Substance Use Disorder (SUD) Patient Safety Bundle includes recommendations related to substance use disorder (SUD), naloxone use, harm reduction strategies, and care of infants with in-utero substance exposure.</p> <p>To learn more about AIM's SUD bundle, please visit https://saferbirth.org/psbs/care-for-pregnant-and-postpartum-people-with-substance-use-disorder/.</p>	<p>#AIMForChange2023 #MaternalHealth #MaternalHealthMatters #MaternalHealthEquity #AIMPatientSafetyBundle #InternationalOverdoseAwareness #OverdoseAwareness #SubstanceUseDisorders</p>	Graphics under development

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