



Social Media Content Calendar

Suggested Posts for States/Jurisdictions and Partners
January - February 2023

Introduction

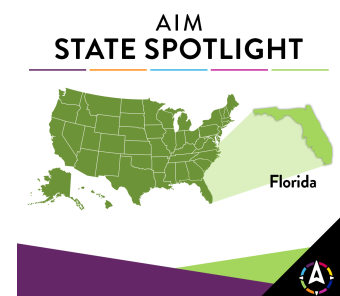
The following content calendar is intended to provide suggestions for incorporating AIM and its programs into your organization's social media. This allows each organization to select what is appropriate for their individual channels and have ready-made content and messaging from AIM to integrate into 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 (September 2022 - February 2023) assets have been created to support the following content and are available in the online toolkit.

<ul style="list-style-type: none">● Sepsis Awareness Month● AIM Annual Meeting● Clinical Champion● National Suicide Prevention Week● World Mental Health Day● National Midwifery Week● World Heart Day	<ul style="list-style-type: none">● National Emergency Nurse Day● National Nurse Practitioner Week● Maternal Health Awareness Day● American Heart Month● Black History Month
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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● #MaternalHealthEquity	<p>Branded Hashtags:</p> <ul style="list-style-type: none">● #AIMForChange2022● #AIMData● #AIMPatientSafetyBundle● #AIMNationalTeam● #AIMUpdate
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Suggested Monthly Calendar Highlights: January - February 2023

Date	Suggested Topic/Text	Hashtags	Suggested Image
January 2023			
January 23	<p>Maternal Health Awareness Day</p> <p>Did you know that approximately 80% of maternal mortalities in the U.S. are preventable? As an AIM [state/jurisdiction/partner], we'd like to invite you on January 23 to observe Maternal Health Awareness Day - a national effort established by ACOG's District III to highlight the urgent maternal morbidity and mortality crisis in the U.S.</p>	<p>#MaternalHealthAwarenessDay #AIMForChange2023 #AIMPartner #AIMState #AIMJurisdiction</p>	

Date	Suggested Topic/Text	Hashtags	Suggested Image
February 2023	<p>American Heart Month</p> <p>February is American Heart Month. As an AIM [state/jurisdiction/partner], we are proud to address one of the drivers of maternal mortality and severe maternal morbidity through the development of their Cardiac Conditions in Obstetrical Care Patient Safety Bundle.</p> <p>For more information and resources, please visit www.saferbirth.org.</p>	<p>#AmericanHearthMonth #AIMForChange2023 #AIMPartner #AIMState #AIMJurisdiction</p>	 <p>Cardiac Conditions in Obstetrical Care</p>
	<p>Black History Month</p> <p>This Black History Month, we celebrate Black mothers and families and honor the contributions of Black clinicians, advocates, legislators, and community members who have tirelessly worked to combat inequalities leading to death and harm to Black mothers and families.</p> <p>As an AIM [state/jurisdiction/partner], we stand with these leaders and communities and commit to combating structural racism in maternal healthcare to make birth safer, improve maternal health outcomes and save lives.</p>	<p>#BlackHistoryMonth #BlackHistory #BlackLivesMatter #AIMForChange2023 #AIMPartner #AIMState #AIMJurisdiction</p>	 <p>BLACK HISTORY MONTH — February 2023 —</p> <p> AIM <small>ALLIANCE FOR INNOVATION ON MATERNAL HEALTH</small></p>
March - Aug 2023	Will be provided in January 2023 and uploaded to the online toolkit.		

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