Doula Posting Steps

Warm, honest posts that stay clear of medical advice.

Name: _____ **Date:** _____

1. Rules first

Standards, FTC,
Medicaid, photo rules.

2. Your scope

Support, not medical
care. Who you refer.

3. Pillars

Five or six, plus
safety.

4. Safety post

Warning signs, 911,
988. Pin it.

5. Your title

Only credentials you
hold.

6. No promises

No birth outcome
claims.

7. Source, consent

CDC, DONA, ACOG named.
Photos approved.

8. Rhythm

Two or three a week,
scheduled.

9. Replies, review

Route medical DMs.
Check monthly.

What this planner is and is not

A plan for honest doula posts, not advice for any one family.

Is Public education and logistics	Pillars, dates, care checks
Is not Not an emergency line	Medical advice or a promise
Care No photos without written consent	Sourced, modest, private

Say it on every safety post: this account is not monitored for emergencies.

Warning signs: call your provider. Emergency: call 911 now.

Crisis or thoughts of suicide: call or text 988, 24/7.

Maternal mental health: 1-833-TLC-MAMA, 24/7. Not affiliated with DONA or CDC.

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Doula Content Planner

Four weeks of pillars, post ideas and care checks.

Name: _____ **Date:** _____

Week	Pillar	Post idea	Care check
Week 1, A			
Week 1, B			
Week 2, A			
Week 2, B			
Week 3, A			
Week 3, B			
Week 4, A			
Week 4, B			

Practice details and replies

Families I serve and my area: _____

Credential and who issued it: _____

What I do not do (no medical care): _____

Who I refer to (provider, IBCLC): _____

Sources I trust (DONA, CDC, ACOG): _____

Standard reply to urgent DMs: _____

My photo and story consent rule: _____

Posts to pin, highlights to update: _____

911 emergencies. 988 crisis. 1-833-TLC-MAMA. Not monitored.

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Doula Post Care Check

Read each post as a careful expecting parent would.

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
Only credentials I hold, issuer named	☐	☐	☐	☐
No medical advice or clinical tasks	☐	☐	☐	☐
No promise about birth outcomes	☐	☐	☐	☐
Written consent for any photo or story	☐	☐	☐	☐
No identifiable newborn without approval	☐	☐	☐	☐
Source named on any fact	☐	☐	☐	☐
Affiliate links and referral fees disclosed	☐	☐	☐	☐
Prices, on-call, Medicaid current	☐	☐	☐	☐
Warning signs, 911 and 988 if needed	☐	☐	☐	☐

Doula posting pocket cards (cut out)

Photos Written consent	Title Only what I hold	Outcomes No promises
Scope Support, not care	Newborns No faces, no names	Reviews Ask everyone
Facts Cite the source	Crisis Call or text 988	Danger Call 911 now

General information, not medical advice. 911. 988. Not monitored.

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Doula Instagram Templates

Holiday sale on Etsy until Dec 2: about $22.08, was $28

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