

FERTILITY DURING THE COVID-19 PANDEMIC CAMPAIGN ASSETS GUIDANCE DOCUMENT

Please note: the following assets feature the use of hashtags, which are important for us to monitor campaign success and to aid discoverability of posts shared across social media.

Infographic poster

Description:

This engaging poster (PDF format) provides useful information to individuals who are planning to have a baby at this time, including some suggested pregnancy-related questions to ask their healthcare provider

How to use this asset:

- Print if feasible and display where appropriate (i.e. wall, window)
- Share across your social media platforms
- Remember to include the hashtag #THINKINGOFHAVINGABABY

Download link:

- [Poster PDF for printing, or for emailing as an attachment](#)
- [Poster JPG for sharing digitally](#)

Social media posts

Description:

- A series of 5 social media posts have been developed for distribution according to a set timeline starting 28 September
- The 'Post schedule' provides details of when to send each post and in which order, along with details of the image and caption copy to include for each post
- Each post has a specific image associated with it, which are provided separately

How to use this asset:

Share across your social media platforms using the 'Post schedule' for content and guidance

Download link:

- [Social media post schedule](#)
- [Social media post images](#)

Animation

Description:

This is a 15-second animated video clip that uses design elements and key communication points from the infographic poster

How to use this asset:

- Share across your social media platforms and/or website (if applicable) from 28 September
- Remember to include the hashtag #THINKINGOFHAVINGABABY

Download link:

- [Video clip for social media channels](#)

