

Fertility during the COVID-19 Pandemic – IFFS infographic campaign

Social media post schedule

Post timeline (for sending at 5pm GMT):

- Post 1 (Ready to help): Monday 28 September
- Post 2 (Where to start): Monday 5 October
- Post 3 (Stay safe): Monday 12 October
- Post 4 (Seek advice): Monday 19 October
- Post 5 (Stay alert): Monday 26 October

Post 1: 'Ready to help'

Image file: 'Ready to help'

[Please note, there are three different file formats for Instagram, Facebook and Twitter]

- Thinking of having a baby?
- Fertility services are ready to answer your questions
- #THINKINGOFHAVINGABABY
- Caption:
During the **#COVID19** pandemic, it's only normal to have questions and concerns about **#fertility** care
Talk to your fertility physician and establish a plan that's right for you
- Please enter the following hashtags under the post caption:
 - #THINKINGOFHAVINGABABY
 - #FAMILYBUILDING
 - #INFERTILITY
 - #TryingToConceive
 - #TTCduringCOVID

Post 2: 'Where to start'

Image file: 'Where to start'

[Please note, there are three different file formats for Instagram, Facebook and Twitter]

- I'm thinking of having a baby...
- ...but where do I start?
- #THINKINGOFHAVINGABABY
- Caption:
Some questions to ask during your consultation:
 - Is now the right time for me?
 - What are the pregnancy-related health risks?
 - Are there specific risks posed to pregnant women with **#COVID19** or their babies?
- Please enter the following hashtags under the post caption:
 - #THINKINGOFHAVINGABABY
 - #INFERTILITY
 - #FERTILITY
 - #TryingToConceive

Post 3: 'Stay safe'

Image file: 'Stay safe'

[Please note, there are three different file formats for Instagram, Facebook and Twitter]

- Stay safe
- You and your child's wellbeing come first
- #THINKINGOFHAVINGABABY
- Caption:
Check that your healthcare provider has safety measures in place to protect you from **#COVID19**
- Please enter the following hashtags under the post caption:
 - #THINKINGOFHAVINGABABY
 - #FAMILYBUILDING
 - #INFERTILITY
 - #FERTILITY
 - #TryingToConceive
 - #TTCduringCOVID

Post 4: Seek advice

Image file: 'Seek advice'

[Please note, there are three different file formats for Instagram, Facebook and Twitter]

- Considering your path to parenthood?
- Seek advice and support from your healthcare provider
- #THINKINGOFHAVINGABABY
- Caption:
Consult your healthcare provider to discuss **#fertility** diagnostic tests and treatment options that fit your needs, including **#IVF**
- Please enter the following hashtags under the post caption:
 - #THINKINGOFHAVINGABABY
 - #FAMILYBUILDING
 - #INFERTILITY
 - #COVID19
 - #TryingToConceive
 - #TTCduringCOVID

Post 5: Stay alert

Image file: 'Stay alert'

[Please note, there are three different file formats for Instagram, Facebook and Twitter]

- Stay alert
- If you're considering pregnancy, there are precautions you can take
- #THINKINGOFHAVINGABABY
- Caption:
 1. Limit social interactions to reduce **#COVID19** risks
 2. Follow local and national advice
 3. Seek help if you develop symptoms
 4. Consult your healthcare provider if you need further advice
- Please enter the following hashtags under the post caption:
 - #THINKINGOFHAVINGABABY
 - #FAMILYBUILDING
 - #INFERTILITY
 - #FERTILITY
 - #TryingToConceive