"In a social media campaign run by Better Postpartum, moms used the hashtags #NobodyToldMe and “Women Deserve a #BetterPostpartum,” to raise awareness about the NEED for women to have a better postpartum education, as a means for improving their maternal health outcomes."

Better Postpartum Team

Natalie Telyatnikov
Founder & Creator
- Parenting educator, coach, and certified postpartum support specialist and health practitioner
- Background in journalism and business
- Over 3 years of experience teaching children and postpartum support

Mary Sullivan
Business Development & Communications Manager
- Represented several women’s empowerment and mental health advocates, including Speaking for Moms & Babies, and Grits Inc.
- Over 10 years of experience in media relations and business development

Blakeley Lowry
Public Health Consultant
- Global public health researcher and maternal health advocate with the Peter C. Aldenham Foundation and HealthMatters International
- Over 15 years experience using health information to improve health outcomes

Nubia Wilson
PR/Marketing Manager
- More than a decade developing brand awareness and sales
- Managed strategic partnerships, media relations and social media campaigns for high-end brands such as Lark Adventurer and Pembroke Human

Igor Telyatnikov
Strategic Advisor
- Co-founder, President & Chief Operations Officer at Alphabets, startup
- Serial entrepreneur and investor with successful ventures and exits in online media, financial services and technology companies
TIMELINE

SOCIAL MEDIA AWARENESS CAMPAIGN

<table>
<thead>
<tr>
<th>LABOR DAY 2018</th>
<th>SEPT-DEC</th>
<th>DEC-APRIL</th>
<th>MAY 2019</th>
<th>MOTHER'S DAY 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOCIAL MEDIA CAMPAIGN LAUNCH</td>
<td>SECURED INDIVIDUAL PARTICIPANTS</td>
<td>SECURED INFLUENCER PARTICIPANTS</td>
<td>REACHED FIRST 10,000 FOLLOWERS ON SOCIAL MEDIA</td>
<td>SOCIAL MEDIA CAMPAIGN CONCLUSION WITH FIRST TEDX TALK</td>
</tr>
</tbody>
</table>
"Initial and sustained funding came in the form of personal investment, which was partially supplemented by online postpartum education program sales to our social media audience, which boasts almost 20K members worldwide."

NATALIE TELYATNIKOV
EVIDENCE OF IMPACT

Better Postpartum toGETHer Better

25K LIKES ON SOCIAL MEDIA

5,000 #NOBODYTOLDME POSTS

95% APPRECIATED LEARNING ABOUT OUR POSTPARTUM EDUCATION PROGRAM

STATS
How to Scale an awareness campaign:

- Invite influencers with large followings to participate, based on the "mission"
- Offer to promote their post to your audience for extra incentive
- Understand that some influencers only accept paid promotional arrangements, so you'll need a budget
Learn More at:

BetterPostpartum.com

Email: natalie@betterpostpartum.com

Follow: @betterpostpartum
THANK YOU!

For more Information and for recorded webinars: https://www.2020mom.org/innovation-awards

Email: Joy@2020mom.org