



Turning Your Strategy into Content

To Reach Her

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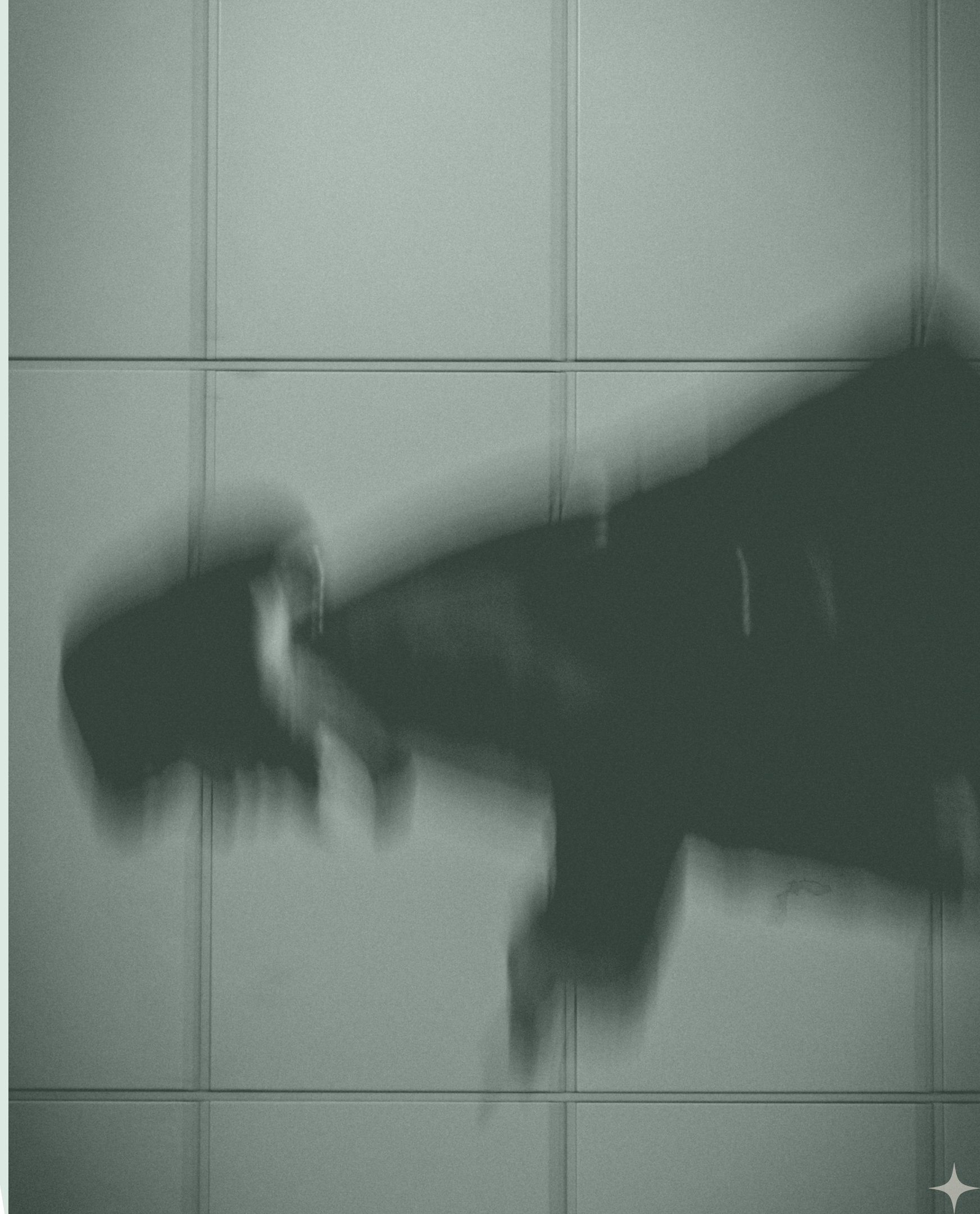


Our Strategic Assumption

The woman considering abortion can be reached.

Our job today is not to decide whether we can reach her.

Our job today is to understand her well enough to determine how.

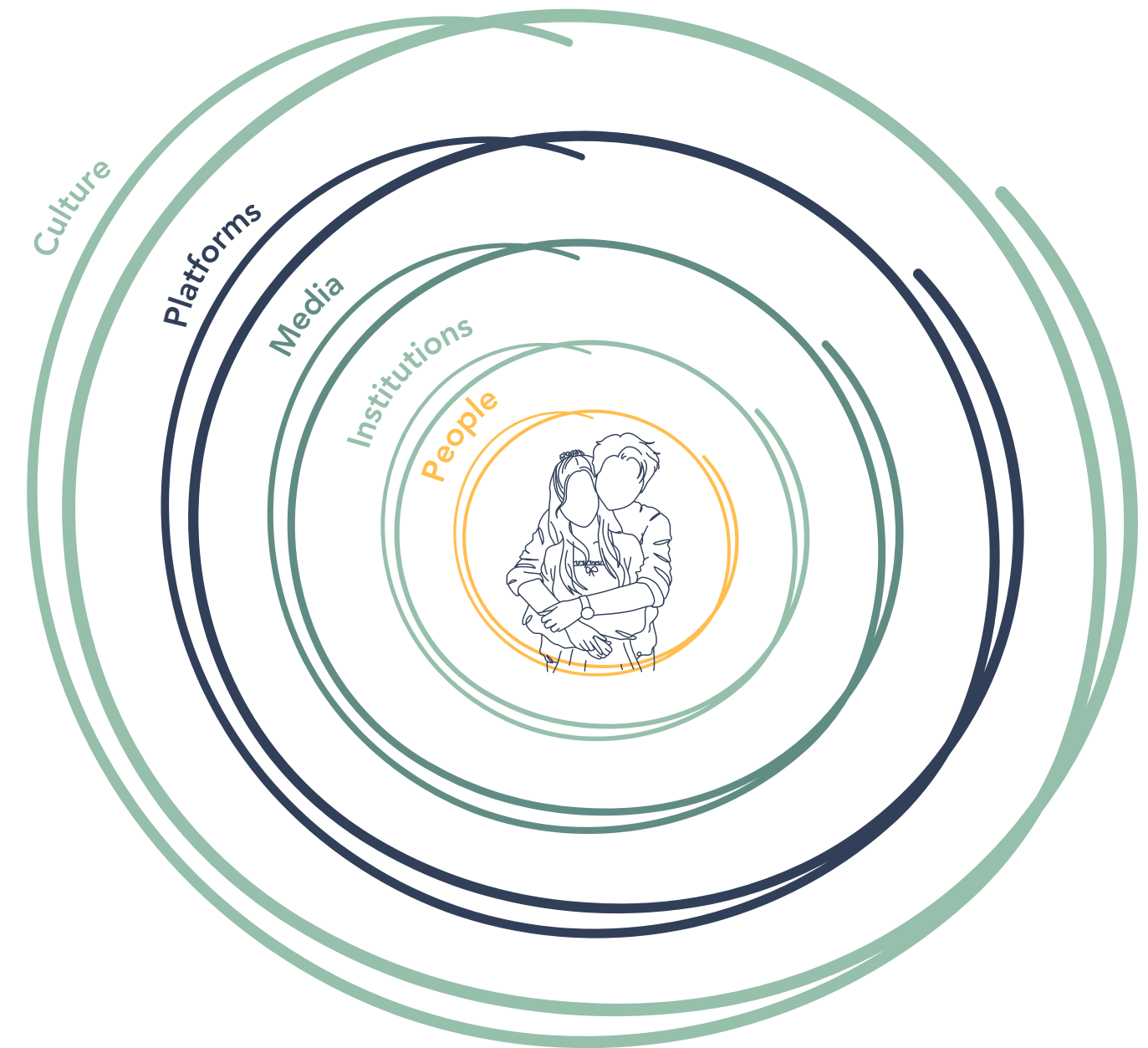




Client-Facing Social Media



Supporter-Facing Social Media



Relevance

Most of her life has nothing to do with pregnancy. She has relationships, interests, questions, stress, entertainment, work, family, culture, hopes, annoyances, and dreams apart from a pregnancy situation.

This is what we can speak to. Speaking to those things helps you become relevant to her life, so pregnancy, abortion, and your services can naturally be part of the conversation too.



Case Study 1



Quick Snapshot: 20-something year old, might already have one child, may be single or between partners, has poor financial habits, and uses social media to escape

Relevant Content:

- Dating red flags and green flags
- Fun free/cheap things happening locally
- Things women may not realize about their bodies
- Why buying something can give you a quick mood boost
- Friendship drama: when do you say something and when do you stay out of it?

Case Study 2

Quick Snapshot: early to mid-30s, might have 1-3 kids, probably married, stable finances, employed, and believes another child will be too physically, mentally, and financially stressful

Relevant Content:

- The mental load nobody sees
- Wanting time for yourself without feeling guilty
- Balancing work, family, and friendships
- Changing dynamics with aging parents
- Delicious recipes that save you time
- Physical changes in your body as you go through your 30s





Case Study 3

Quick Snapshot: financially well off, society says an abortion is bad, close family units that whisper “you should probably have an abortion”, and she isn’t prepared to lose her community over having a baby

Relevant Content:

- Weekend travel ideas and hidden gems
- Building a career without making work your whole life
- Signs of a healthy relationship
- Is another degree actually worth it?
- Traditions worth keeping as life changes
- How our social circles shape what feels “normal”

Your Ideal Client

What is the general snapshot of the woman you are trying to reach?

What content is relevant to her?



Build her Case Study



- What stage of life is she in?
- What does an ordinary week look like for her?
- What matters to her right now?
- What is she working toward or looking forward to?
- What is difficult or stressful in her life?
- Who matters most to her?
- What does she do when she has free time?
- What does she spend money on when she has a choice?
- What does she enjoy learning, talking, or hearing about?
- When she goes online, what is she looking for: entertainment, escape, information, connection, inspiration?
- What is happening in your community or culture that she cares about?

Influencing Factors

PEOPLE

What influence does this person actually have?

INSTITUTIONS

What is she learning from each one?

MEDIA

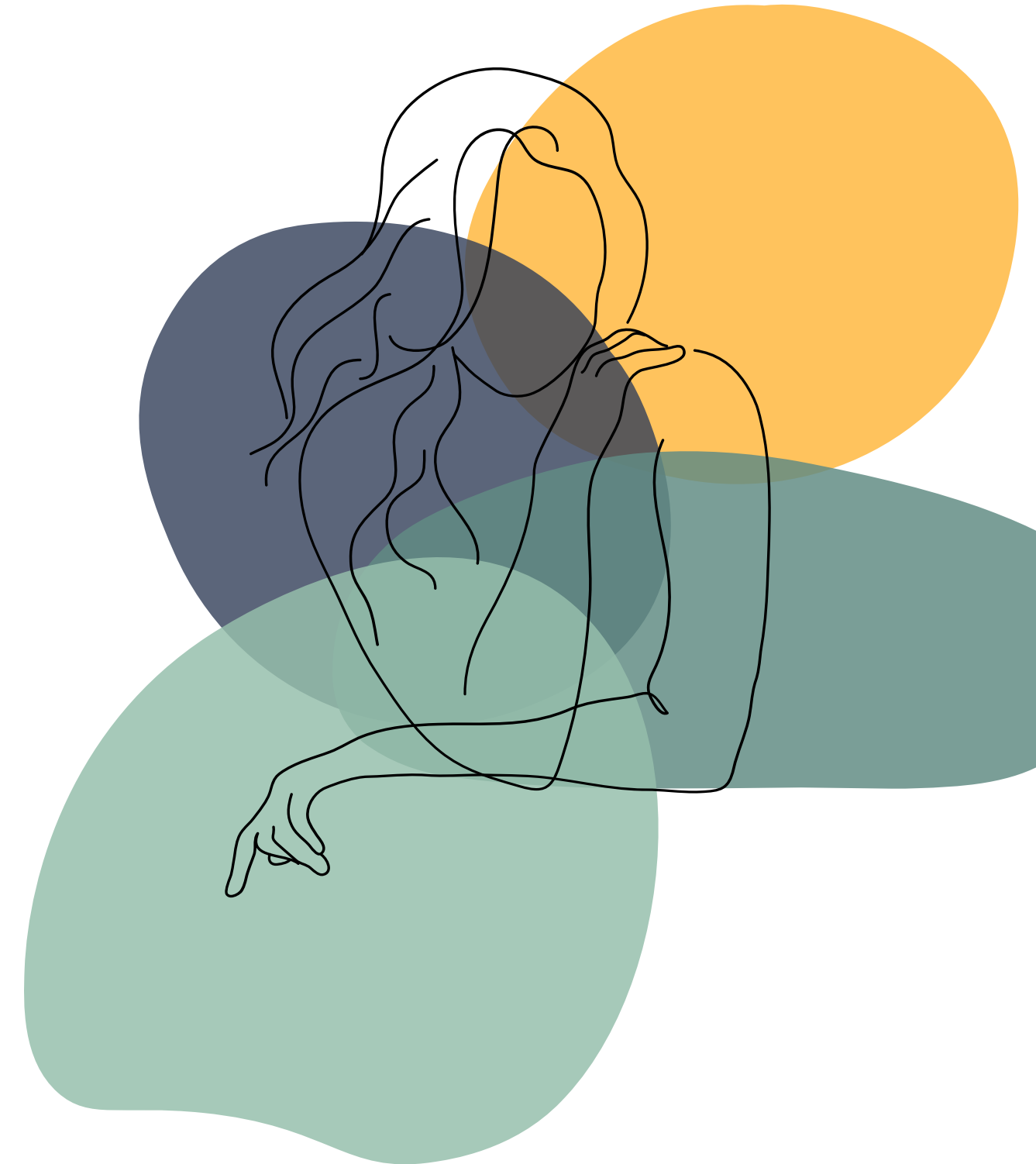
What messages does she repeatedly encounter?

PLATFORMS

What does she do on those platforms?

CULTURE

What feels normal in the world she lives in?



She's more than a potential client. Create content for the whole woman.

Quick Tips

Before You Create

- Start with her, not your organization.
- One post. One idea. Don't try to say everything.
- Make the first words earn her attention.
- Sound human and trustworthy, not institutional.
- Recognize her experience. Don't lecture or enable.
- Give her something: useful, interesting, entertaining, informative, or worth thinking about.
- Use language that feels natural in your community.
- Before posting, ask: Would she stop for this?





This is Where Your Mission Fits

Relevant Content for Her life

The life she is already living.

Relationships • Work • Family • Health • Travel • Culture • Interests

Mission Content

When your mission intersects with her life.

Pregnancy • APR • Post Abortion • Miscarriage

Service Content

When she needs you

What you offer • Where you are • How to Contact You •
What to Expect



Example Content

- The mental load nobody sees
- A weekend getaway worth taking
- Physical changes in your body in your 30s
- What becomes worth spending money on in your 30s?
- Changing dynamics with aging parents
- Easy dinner when you absolutely do not want to cook
- When friendships change after having children
- Pregnant when you thought your family was complete
- Something timely happening in her community
- A local event/activity worth checking out
- How much sleep does a human need?
- A place built for you when you think you're pregnant.
- How your hormones shift as you grow older
- Something that is relatable about being a woman
- When should you take a pregnancy test
- "Built for you" A place to ask questions and get information



Example Content

- Dating red flags that are actually worth paying attention to
- Things to do this weekend for under €20
- Friendship break-ups vs Romantic break-ups
- "Come as you are" A quick video tour of your center.
- Why buying something new feels so good.
- Dating app habits we need to discuss.
- How do you know when it is time to make a career move?
- "Questions are welcome here" Even the awkward ones.
- The purchases worth paying more money for.
- What makes a dinner party enjoyable.
- You Don't need to know what you want before coming in.
- How our social circles influence what feels "normal"
- The difference between privacy and secrecy.
- I drank before I knew I was pregnant. Now what?
- What if a pregnancy test is positive and you feel...nothing?
- The impact of [Abortion Pills, Plan C, etc.] on your body.

A few things to remember



- Followers are not your only audience. Platforms can show content to people who don't follow you.
- People choose what deserves their attention. You are competing with friends, entertainment, news, creators, brands, and everything else in her feed.
- Different content does different jobs. A video might entertain, a post might answer a question, a story might invite interaction.
- Engagement helps you learn. What she watches, saves, shares, responds to, or ignores tells you something.
- Consistency matters more than perfection. You are building a presence over time.
- Platforms change. Your understanding of her travels with you.

Effectively reaching her.

Ask yourself:

- Am I posting this because she needs to see it, or because I want to say it?
- How is she likely to receive this message?
- How will this help me reach her?



Let's Work Together!

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Blog



podcast

