



## **Better Postpartum “Nobody Told Me” Campaign FAQ**

- **What is the time commitment and when do I need to post on social media?**  
This could take as little as 15 minutes. Simply write your message on the board, pose with it for a picture, and upload it to Instagram with a simple write up of why this cause matters to *you* and why *you* want to raise awareness about what moms should know about postpartum life, using the key hashtags and messaging mentioned.
- **When is my blog post due?**  
Typically, we like to receive blog posts within 6 weeks of that date in which we agree on a topic. Email all postpartum blog topic proposals to [natalie@betterpostpartum.com](mailto:natalie@betterpostpartum.com).
- **When will I know when my blog post is live?**  
You will be contacted with a link as soon as it is live. You are welcome to request any edits at that time.
- **If I have peers who are interested, can I invite them to participate?**  
Absolutely! Please nominate mom friends and peers whom you think would enjoy participating. Simply ask them to post their photo holding a sign using the hashtag #NoBodyToldMe, tag @BetterPostpartum and include the phrase: "Women Deserve a #BetterPostpartum"
- **Can I do a video instead of an image post?**  
We encourage you to use any additional creative media outlet you wish, but for consistency and potency, we do ask that you, at minimum, post an image.
- **Will you put my logo anywhere?**  
We would be happy to include your logo in our campaign. Please refer to the attached sponsorship document for details.
- **How long is the process to get me included in the affiliate program and what do the fees cover?**  
You will be included in the affiliate program in 1-3 days after your affiliate request is made and your one-time payment of \$50 is processed. The one-time fee covers your access to the full program contents, so that you can speak to the program from experience. You will then be able to generate income on 20% of the sale price on each program sold to your contacts, which will be paid out quarterly via PayPal. For full details, and to sign up, please check our affiliate page [here](#).