

What Content to Post

Educational Content

Share bite-sized tips for better baby/toddler sleep

Bust common sleep myths

Explain your approach or methods (e.g. gentle sleep training, routines)

Relatable Parenting Moments

"You're not alone" posts that validate the struggles of sleep-deprived parents

Behind-the-scenes: your day as a consultant or a parent

Client Results & Testimonials

Before-and-after sleep stories

Client quotes or screenshots

Share anonymised DMs or emails with permission

Video Content (Reels!)

Quick tips

Answer FAQs

Demonstrate a routine, or even use voiceovers with trending audio to boost reach

Lead Magnets & Offers

Promote your freebies, webinars, or discovery calls

Share what's inside your guide/training

Use clear CTAs (e.g. "Download now," "Book a free call")



Engagement Strategies

✓ **Use Call-To-Actions (CTAs)**

Ask questions in captions

Polls in Stories (e.g. "Is your baby still waking every 2 hours?")

Encourage saves/shares ("Save this tip for your next nap struggle!")

✓ **Reply to Every Comment & DM**

Build relationships by showing you're approachable and responsive

✓ **Comment on Your Ideal Clients' Posts**

Be active on hashtags like #newmum #sleepregression or in local parenting pages

✓ **Collaborate with Complementary Accounts**

Partner with lactation consultants, midwives, or perinatal coaches for cross-promotion



Posting Strategy

3-4 times/week is plenty, with a mix of:

- 1 Educational post
- 1 Relatable or story-based post
- 1 Promotional (your services/freebie)
- 1 Client win or testimonial

Share stories daily, even short check-ins or reposting past content, helps you stay top-of-mind.

Pin your top 3 intro posts as mentioned in your profile checklist.



Top Tips

- Keep your captions conversational and easy to read (use emojis, short paragraphs).
- Use location tags if you're local or offer in-person support.
- Batch-create content to stay consistent (e.g. plan a week of posts in one go).
- Use 7–15 niche-relevant hashtags
- Recycle content, if something performed well once, tweak and post it again in a new format!

