



Social Media Event Campaign

2024 Social Media Event Promotion Plan

- **Teaser Posts:** Six weeks before the event, teaser graphics and videos are designed and posted 1-2 times per week on Wednesday and Friday at 10:00 AM.
- **Event Details:** Five weeks before the event, graphics with event details are created and posted 1-2 times per week on Monday and Thursday at 10:00 AM.
- **Engagement and Behind-the-Scenes Posts:** Four weeks before, engagement posts such as polls are developed and posted 2-3 times per week, with results shared on Saturday. Three weeks before, behind-the-scenes content is posted on Tuesday, Thursday, and Saturday.
- **Final Countdown and Event Day:** The final week features daily countdown posts at 10:00 AM, and on the event day, multiple live updates are posted throughout the day.
- **Event Wrap-up and Thank you:** The week after the event, graphics with event photos and raffle winners are created and posted Monday and Tuesday at 10:00 AM.

Join us for a day focused on baby!

Saturday, July 13, 9 a.m. - Noon

Springhill Medical Center Campus
3715 Dauphin Street
Building 2, 2nd Floor



You are invited to a free family & baby expo to meet OB/GYNs, tour the Birthing Suites, attend informative presentations, visit with lactation consultants, and explore products/services.

*features prize drawings & refreshments.

Saturday, July 13, 9 a.m. - Noon



Springhill Medical Center Campus
3715 Dauphin Street
Building 2, 2nd Floor



Discover, Learn, and Connect at Our Family & Baby Expo

Meet the Experts:
Meet OB/GYNs,
lactation
consultants and
nurses.

**Explore Our
Facilities:**
Tour The
Birthing Suites
at Springhill.

**Discover &
Learn:**
Explore products
and services for
parents and
babies.

Saturday, July 13
9 a.m. - Noon

Springhill Medical Center Campus
3715 Dauphin Street
Building 2, 2nd Floor





SPRINGHILL MEDICAL CENTER

Hello
Baby



FAMILY & BABY EXPO

Saturday, July 13 • 9 a.m. - Noon



See You Soon!



Saturday, July 13
9 a.m. - Noon

More details:
SpringhillBirthingSuites.com



The Birthing Suites
at Springhill

SMC Campus Building 2
Tours, Presentations, Prizes
& much more.



Saturday, July 13, 9 a.m. - Noon



Saturday, July 13 • 9 a.m. - Noon

Join us for a day focused on baby!

Visit with OB/GYNs, attend educational sessions, tour The Birthing Suites at Springhill, meet the lactation consultants and labor & delivery nurses, visit vendor tables with products and services for baby & parents, ask questions/get answers. Our FREE event features prize drawings & refreshments.

Springhill Medical Center Campus
3715 Dauphin Street • Building 2, 2nd Floor



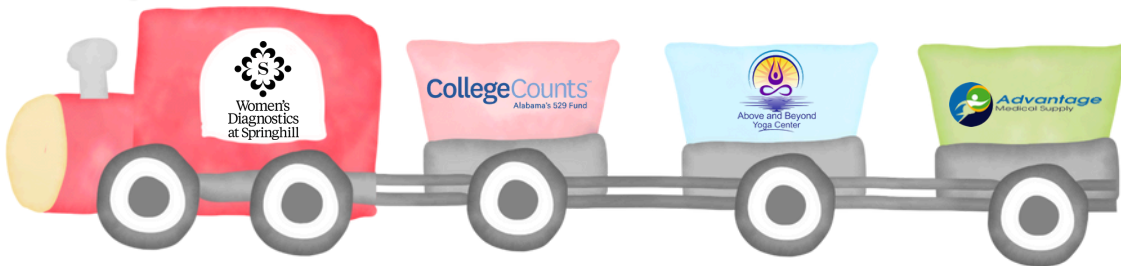
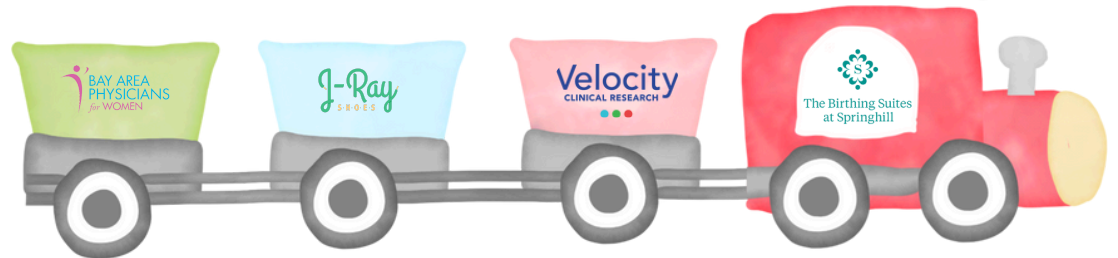
The Birthing Suites
at Springhill



Which Button Are You?

Saturday, July 13, 9 a.m. - Noon

SAY HELLO TO OUR VENDORS!



Did
YOU KNOW?



Based on census.gov, a baby is born
every 8 seconds in the United States.
That's a lot of diapers!

Hello Baby Family and Baby Expo | July 13, 9 a.m. - noon.



5 DAYS TO GO





Happy

**INDEPENDANCE
DAY**





DAY LEFT



Today's the day!



9 A.M. - NOON

**Springhill Medical Center
3715 Dauphin Street
Building 2, 2nd Floor**



#2024HelloBabyExpo

HELLO BABY RECAP

Thank you for joining us for a fun Hello Baby event!

