



# SOCIAL MEDIA

## MINI-CAMPAIGN



# FOCUS AND WHY

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## OBJECTIVE

Promote and drive traffic to the “Know your rights at work when you have a painful or heavy period” page on social media

## WHY IT MATTERS

- Workplaces are evolving, but still not fast enough.
- Period pain is real and should not be dismissed.
- Rights exist, but most people don't know they do.
- If we don't spread the word, millions more will keep working in pain, silence, and fear.

## APPROACH

- Normalising the conversation around menstrual health at work.
- Empowering people with knowledge of their workplace rights.
- Humanising the issue with effective storytelling and relatable visuals.



# WHO ARE WE SPEAKING TO

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Grace, The Corporate Professional

Age: 28

Role: Marketing Executive

Context: High-performing, male-dominated workplace

**Pain Points:**

- Pushes through severe endometriosis pain in silence
- The fear of looking weak or dramatic
- Doesn't know her legal rights
- Has never heard menstrual health mentioned in her office

**Emotional Barrier:** Shame and fear of professional consequences

**What She Needs:** Validation, clear rights, workplace permission to speak up

“If I knew I could ask for support without risking my reputation, I would have.”





# WHO ARE WE SPEAKING TO

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**Women who menstruate or women approaching puberty and diverse individuals in the workplace  
Age 18-45.**



Carla, The Frontline Shift Worker

Age: 38

Role: Retail Supervisor

Context: Rigid shifts, physically demanding job

**Pain Points:**

- Heavy bleeding with no break flexibility
- Manager dismissive of menstrual needs
- Fear of lost hours if she speaks up
- No awareness of formal protections

**Emotional Barrier:** Silence from fear of being replaced

**What She Needs:** Plain-language rights, peer-led visibility, employer accountability

“I didn’t know I had rights. Honestly, I thought you had to be hospital-sick to take time off and still be seen as dependable.”



# KEY MESSAGE

"I've worked through pain I'd never admit out loud. I take sick days for everything else, but not this. Because no one talks about it, and I don't know what I'm allowed to ask for."

Audience truth

Cultural truth

Periods are still seen as private, shameful, or "not serious." And yet, millions work through debilitating pain every day, quietly, invisibly, and unsupported.

Brand truth

We believe no one should suffer in silence regarding their health.  
We provide trusted, evidence-based information to empower people to understand their bodies and advocate for their rights, especially around under-discussed issues like menstrual health.

**"If it were visible"**



# **RATIONALE BEHIND KEY MESSAGE**

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## **“If it were visible”**

**This mini-social media campaign emotionally captures the invisible pain women go through at work.**

Menstrual pain is one of the most common yet most overlooked health issues affecting people at work. It's often invisible, and because of that, it's often ignored. This campaign asks a simple but disruptive question: What if the pain we worked through every month could be seen?

This message matters because invisibility is the root of inaction. When we emotional and physical weight of painful periods through visuals and stories, we shift the conversation from discomfort to dignity.

It makes people feel something. And then critically, it gives them something to do: learn their rights, speak up, and expect better.”



# PLATFORM LEVERAGE

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I have selected these platforms based on our audience behaviour, format and our campaign goals.



- It is a visually driven platform
- Tools available, like reels and carousel, will support high storytelling value. Carousels will give the chance to break down rights or personal testimonials, which are great for turning awareness into education, and we can direct people to the "Know Your Rights at Work" page.
- Fit into our demographic match - Instagram's primary audience includes women, non-binary people and professionals, those most likely to experience workplace stigma around menstruation.
- Strong shareability- Stories, reels, posts are easily shared via DM or to stories and within private stories.
- Emotionally intelligent campaign gets more reach.



- The message is about the workplace, and LinkedIn is the workplace on social media. This is where you reach HR professionals, managers, advocates, and policy influencers.
- Empathy with credibility, A post that starts with "I used to work through period pain because I thought I had to..." will resonate with our target audience on LinkedIn because it marries vulnerability with professional relevance.
- An Ideal platform for shifting policy and perceptions. LinkedIn puts your message in front of decision-makers.

Together, they speak to both the people experiencing the issue and the people in power to do something about it.



# WHY NOT THEM

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TikTok is great for trends but poor for nuance. Legal rights and sensitive topics risk being lost without viral momentum.



X (Twitter) favors speed over depth. The platform isn't well-suited for empathetic, equity-driven storytelling.

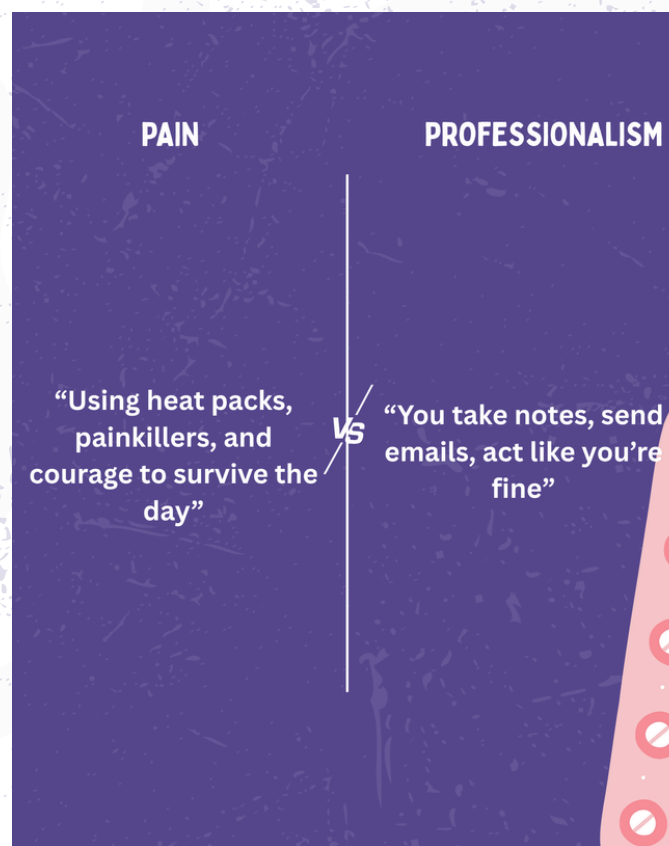
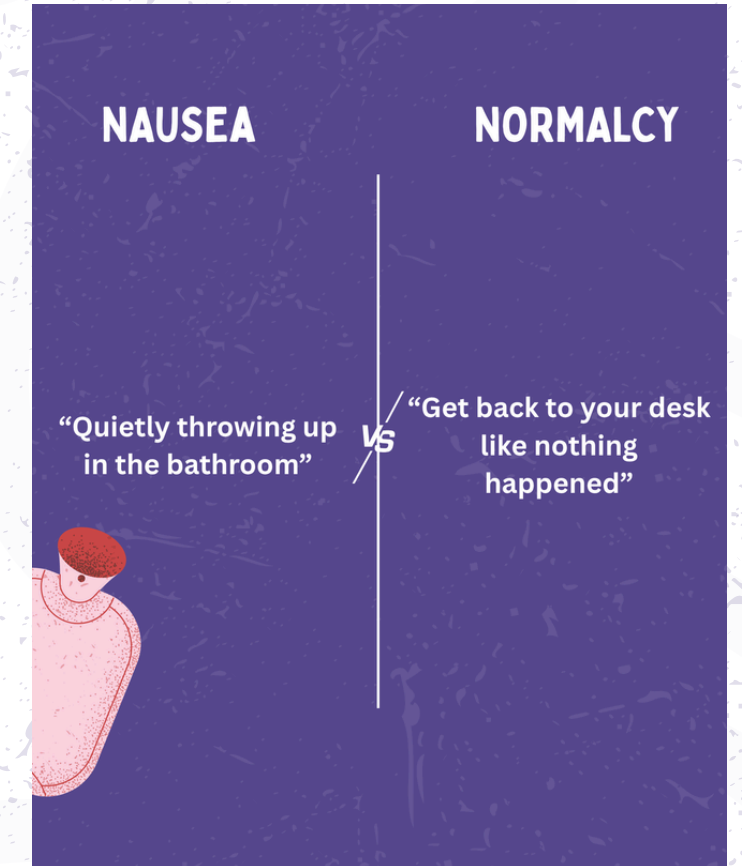
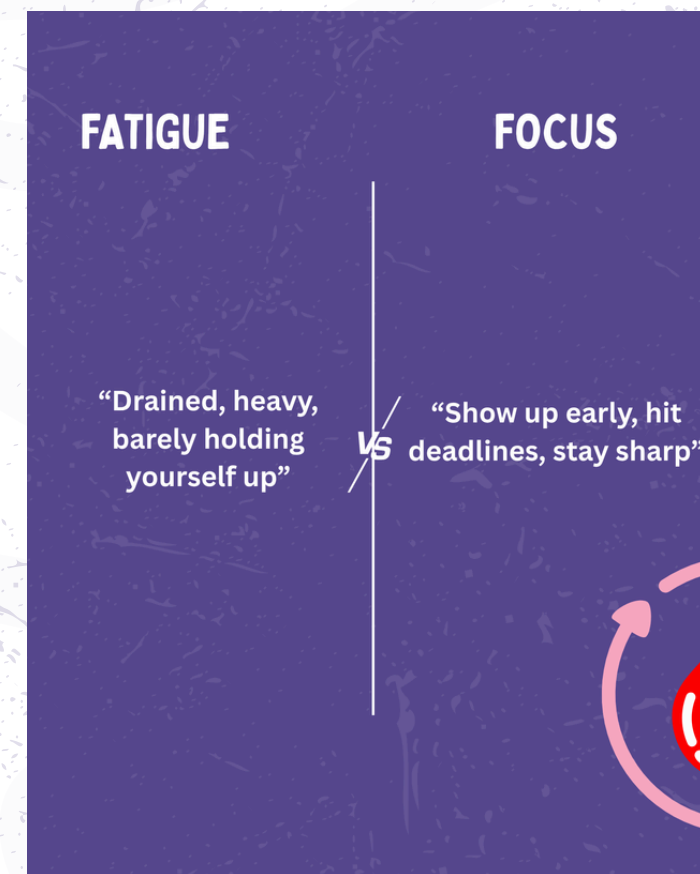
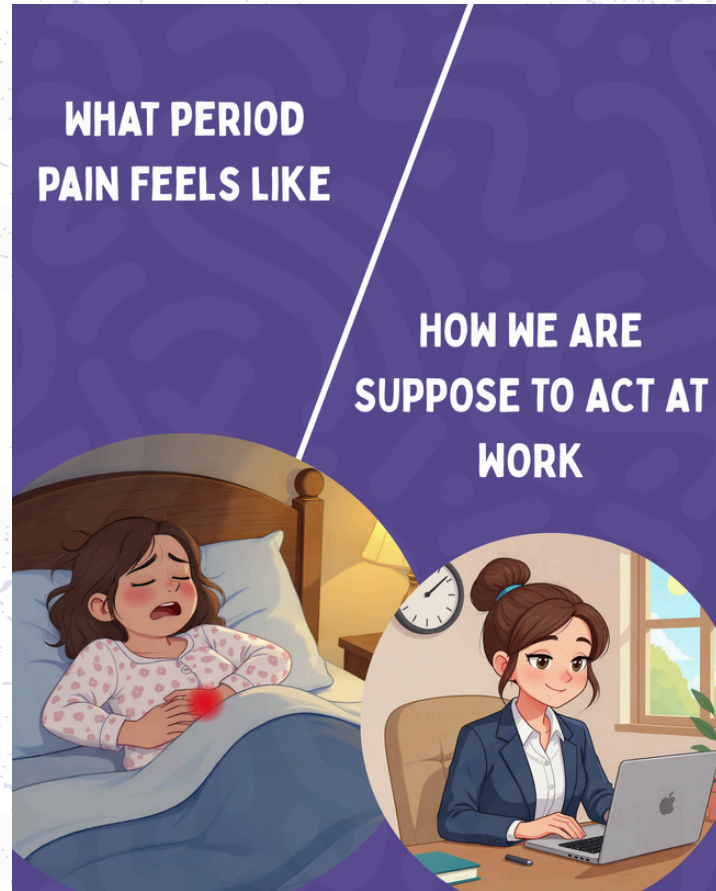


Facebook no longer engages the younger, progressive audience we need.



# INSTAGRAM CAROUSEL POST

Caption: If you knew your right back then, what would you have done differently today?





# KPIS AND MEASUREMENT

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Time on page  
Traffic source  
Shares  
Reach

Google Analytics  
Google Analytics  
Social Media Analytics  
Social Media Analytics





**THANK YOU**