



International Doula Month

Social Media Kit 2024

Doulas: Past, Present, and Future!



ABOUT DONA INTERNATIONAL

DONA International is the world's first, largest and leading doula certifying organization. When our founders created DONA in 1992, they professionalized the role of the doula. Since then, we have certified more than 14,000 DONA International doulas in more than 50 countries!

DONA International's primary function is to provide excellent doula education and certification to a diverse population of doulas world-wide. DONA International promotes the highest quality perinatal support for pregnant, birthing, and postpartum people and their families by setting the standard for doula education and training, and by advocating the research-based benefits of doula care.

We are a nonprofit organization, which means that DONA International works only to serve our doulas and members and to carry out our mission. Our organization exists to support doulas professionally and advance our vision of a doula for every person who wants one. This nonprofit model is important to us, and our members tell us it's important to them too.

Mission

The mission of DONA International is to promote high quality birth, postpartum and community-centered doula support by setting the standard for the doula profession through evidence-based training and certification for doulas of diverse backgrounds.

Vision

A doula for every person who wants one.



WHAT IS INTERNATIONAL DOULA MONTH?

International Doula Month (IDM) was started by DONA International in 1998 to honor and increase awareness about the roles of the birth and postpartum doula around the world. We are celebrating twenty-six years of IDM!

Follow us on social media for more great content to share all month!

Facebook: <http://www.facebook.com/DONAInternational/>

X: <http://twitter.com/DONAIntl>

Instagram: <http://instagram.com/DONAIntl>





2024 IDM THEME

The theme for International Doula Month 2024 is **Doulas: Past, Present, and Future!** Celebrate the community perinatal support that was common to nearly every human culture around the world from ancient times, the recent historical events that led to the modern doula profession, and look towards the future and how we can achieve our vision of a doula for every person who wants one!

Sample Posts

Please be aware that some of these posts require you to change text or insert tags.

Did you know that the doula role precedes the modern profession by thousands of years? Anthropological evidence from nearly every human culture around the world suggests that community members, typically female family members and close neighbors, would provide practical support during the birth and care for the postpartum dyad, home, and family in the weeks following the birth. Birth and postpartum support is human history! #IDM24 #DoulasPastPresentFuture #DoulasInThePast #DONAProud #IAmDONA

Anthropologists have found birth and postpartum art, showing support people now called doulas, from across time, around the world, in nearly every human culture! #IDM24 #DoulasPastPresentFuture #DoulasInThePast #DONAProud #IAmDONA

Doulas today primarily offer perinatal support, some from as early as pre-conception, during the pregnancy, through childbirth, and in the weeks, even months postpartum. #IDM24 #DoulasPastPresentFuture #DoulasInThePresent #DONAProud #IAmDONA

I began my doula journey in <Insert your story here> #IDM24
#DoulasPastPresentFuture #DoulasInThePresent #DONAProud #IAmDONA

I am the future of the doula profession! <Insert your story here> #IDM24
#DoulasPastPresentFuture #DoulasInTheFuture #TheFutureOfDoulasIsMe
#DONAProud #IAmDONA

Sample Posts (cont.)

Please be aware that some of these posts require you to change text or insert tags.

Do you know the benefits of using a doula at your birth? What about having a doula help you after you've had the baby? Find out what a doula can do for you! <https://www.dona.org/what-is-a-doula/benefits-of-a-doula/>

Here's a great guide on how to hire the perfect doula for you! <https://www.dona.org/what-is-a-doula/how-to-hire-a-doula/>

DONA International has been training and certifying doulas for over 32 years. Learn more about the amazing history! <https://www.dona.org/the-dona-advantage/about/history/>

Are you looking for a doula to help you with your next baby? Trust the organization with over 32 years of experience in preparing and certifying doulas for birth and postpartum. Find out more: <https://www.dona.org/what-is-a-doula/find-a-doula/>

With over 12,000 doulas certified in over 32 years, you can rest assured that DONA International has the experience and skills you need to become an amazing doula. Find out more about starting on your doula journey: <https://www.dona.org/become-a-doula/>

Being a doula is an amazing thing - here are ten reasons that I love being a doula! <https://www.dona.org/ten-reasons-love-doula/>

Need some help #postpartum? A #doula can help ease the transition. <http://bit.ly/donadoula> #DONAProud #IDM24

dona.org/idm

Sample Posts (cont.)

Please be aware that some of these posts require you to change text or insert tags.

<insert your business name> loves doulas because <insert your reasons>
#DONAProud #IDM24

10 Reasons I Love Being a #Doula: <http://bit.ly/lovebeingdoula> #DONAProud
#IDM24

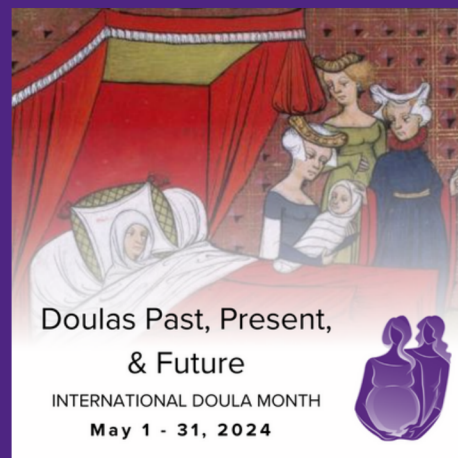
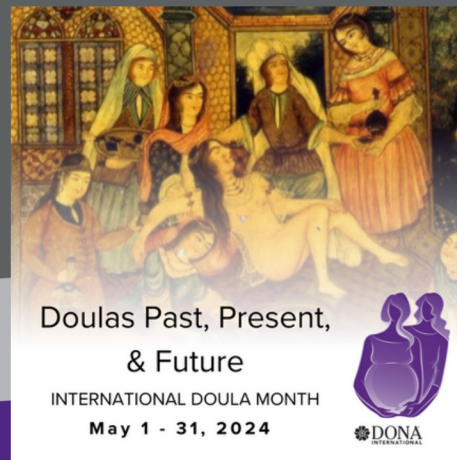
A #doula can help shorten your labor and reduce the risk of a #cesarean birth.
<http://bit.ly/donadoula> #DONAProud #IDM24

Want an exciting career helping new families? Be a #doula!
<http://bit.ly/becomeadoula> #DONAProud #IDM24



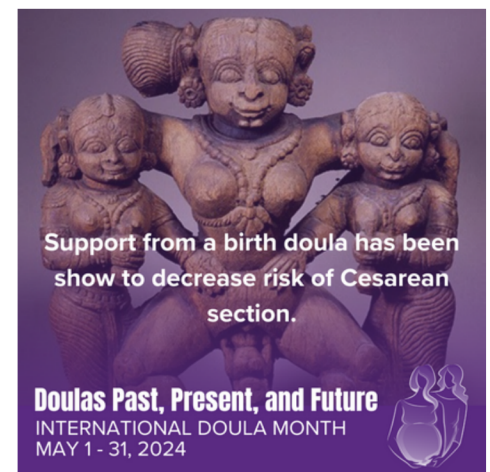
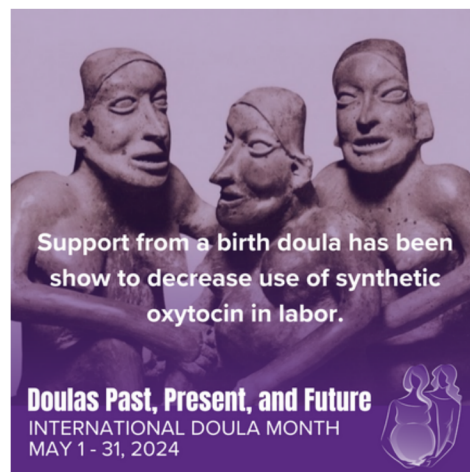
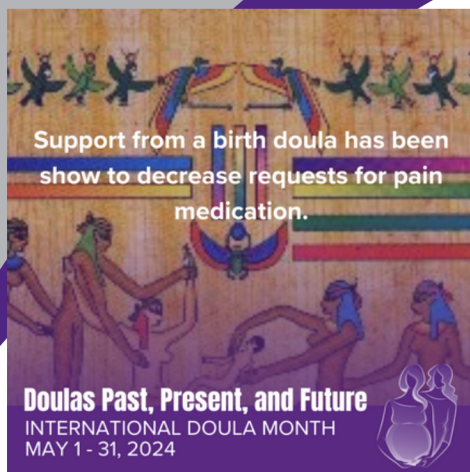
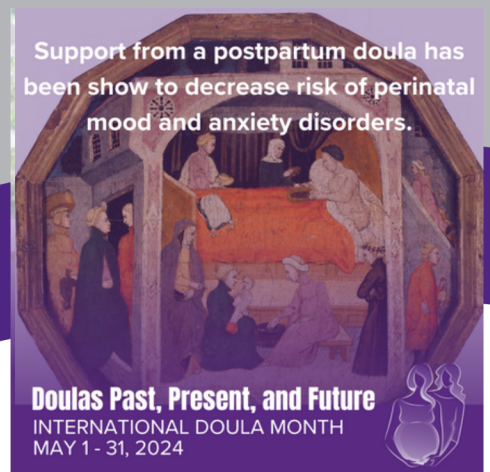
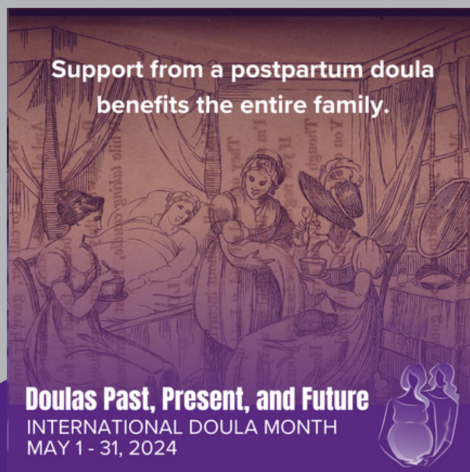
Sample Images

Access all Sample Images in the Zipped Folder at dona.org/idm



dona.org/idm





dona.org/idm



Suggested Hashtags

#IDM	#DoulasInTheFuture
#IDM24	#TheFutureOfDoulasIsMe
#InternationalDoulaMonth	#DONAProud
#InternationalDoulaMonth2024	#IAmDONA
#DoulasPastPresentFuture	#DONADoula
#DoulasInThePast	#DONA
#DoulasInThePresent	#DONAInternational

Potential Links of Interest

DONA Infographic for Birth & Postpartum Doulas
<http://bit.ly/donadoulabenefits>

Birth Doula Certification Infographic:
<http://bit.ly/birthdoulacertinfo>

Postpartum Doula Certification Infographic: <http://bit.ly/postpartumdoulacertinfo>

Resource Library for DONA Members:
<https://www.dona.org/the-dona-advantage/resource-library/>

Blog: <http://dona.org/blog>

Questions? Joyce Dykema, DONA International Director of Communications,
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