**SF Role & Responsibilities**

1. **Education**

**Goal:** Bring authoritative, helpful, inclusive education content to the current and prospective De Lune community.

**Why SF:** SF’s background and expertise give her a unique ability to connect with audiences on a sound theoretical + practical level.

**Related Project Areas:**

* Social Media—Our Instagram channel is mostly aesthetics. We can do much more to build authority by spreading education-related posts.
  + Deliverable—Two “education cards” per week with helpful/thoughtful education insights. To be delivered one week before they are to be published. (OR: timing to be coordinated with Jess through Telegram and Planoly.)
* Blog—Courtney does a great job at delivering diet/nutrition-focused blog posts. We can go much further by writing articles that are educational in other fields.
  + Deliverable—One blog post per month covering a topic that educates the reader. The topics and coverage can be flexible. Blog pitches/topics to be coordinated with RV based on SF’s ideas and interests.
* Website Copy—Is our website copy as helpful as it can be? De Lune often requires some education, both on the underlying symptoms, the product itself, and its efficacy and usage. How can we improve the clarity and impact of our descriptions and pitch?
  + Deliverable—Likely a one-time pass-through that can be completed in your spare time. We’ll have you more involved in the next iteration of the website. Just let us know during your first month if you have any ideas on how to optimize the web copy. We are all too familiar with the product to think from a beginner’s mind and hypothesize areas of web copy that might be confusing, too heavy, boring, or cumbersome for new visitors.

1. **Community Building**

**Goal:** Create a De Lune tribe! Help build a movement of dedicated community members who either use De Lune or want to contribute to our message and social goals. Let’s make joining the De Lune community much more than simply being a fan of a product.

**Why SF:** SF has a broad knowledge of the space and underlying social context. She has the right passion, knowledge, and values to connect with our current and prospective community.

* Newsletter—This is a huge need right now, and needs someone with your exact qualifications. We need better touchpoints with our current email subscribers and purchasers. We don’t have any additional nudges after their purchase, which is a big missed opportunity.
  + Deliverable 1—Create and send a newsletter each month. The monthly newsletter can highlight any posts that we’ve done, positive feedback or reviews (likely from social media), new stores that we’re in (if we’re not in one, we can highlight one that we’re already in), facts about the cycle, some important things to know about De Lune (the product+company), maybe talk about a team member (faces behind the names), and a short vignette to lead the email copy (a personal message to our community each month from us). Kai has a MailChimp template set up, and can help with any graphics. We can standardize this process so it doesn’t take too much time each month, but there will be some up-front investment.
  + Deliverable 2—Help set up touch point emails in Shopify. Ryan will be the partner for this, with SF helpful shape the tone and message of the emails. Example tough-point emails include automatic emails to people who left items in their cart but did not check out, emails to customers who have no repurchased, maybe automatic emails 30 days after purchase with a very brief survey, etc.
* Social Media—Our Instagram channel needs to be more inclusive, period related (ie. not just random aesthetically-appealing pictures), action-oriented (get people thinking, talking, and mobilizing). Let’s poke at the boundaries a bit so we can start pushing. Periods are a people thing!
  + Deliverable—2 community building Instagram posts per week (caption+image) on relevant topics to our values of: sustainability, empowerment, self-love, inclusion, body positivity, and menstrual health activism. These should be designed to start conversations or hold space for others to have a dialog. Collaborating or cross-promoting with other brands/leaders/educators we admire can also be done here. Timing of content creation & posting to be coordinated with Jess through Telegram and Planoly.
* Blog—Let’s tell stories that people can connect to.
  + Deliverable—One blog post per month covering a topic that connects with a reader’s life/beliefs/experiences/etc, or connects the reader with a community/person/culture/etc that they may not be familiar with.
* Website Copy—Is our website copy as inclusive and moving as possible?
  + Deliverable—Again, likely a one-time pass-through that can be completed in your spare time. We’ll have you more involved in the next iteration of the website. Just let us know during your first month if you have any ideas on how to improve our web copy in a way that connects with people values and passions. We’re a bit too cold at the moment I think.

MONTHLY DELIVERABLES

* 8 education cards (2/wk)
* 8 other IG posts (image and caption) 2/wk
* 2 blog posts
* 1 newsletter

ONE-OFF DELIVERABLES

* Touch-point emails
* Website copy