**User Q&A via Reels**

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| Event Day | Daily or Weekly |
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| Event  Description | Daily reels addressing user-submitted doubts and questions about menstruation. Select the best and most relevant question from the comment section to respond to. |
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| Content Type | Reel |
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| Call to Action | Submit Your Doubts |
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| Engagement Idea | Encourage users to submit their doubts/questions about menstruation. Select and respond to the best question in reels. |
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| Requirements | Knowledgeable responses |
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| Key Metrics | Increase in follower engagement, Shares, Comment |