
FIELD GUIDE 01

Instagram Conversation Starters

Thirty thoughtful prompts to help birth and women's health professionals educate, encourage, and connect with their communities.

By Katie Joly

Welcome

One of the questions I hear most often is:

“What should I post?”

When your days are filled with caring for clients, preparing for appointments, documenting notes, and running a business, creating consistent content can easily fall to the bottom of the list.

The good news is that meaningful content doesn't have to be complicated.

The most memorable posts often begin with something simple—a conversation you've had with a client, a question you answer every week, a lesson you've learned, or a reminder someone may need to hear today.

This guide isn't meant to give you perfectly polished captions or a formula for going viral.

Instead, I hope it helps you recognize that you already have meaningful stories worth sharing.

Use these prompts as inspiration. Adapt them to your own voice. Skip the ones that don't fit. Return to them whenever you need a fresh idea.

Most importantly, remember that your content doesn't need to be perfect to be helpful.

Thank you for the work you do.

— *Katie*

How to Use This Guide

Choose one prompt whenever you're unsure what to post.

There is no right order, no perfect answer, and no expectation to post every day.

Share a photo, write a short caption, record a quick video, or simply start a conversation.

The goal isn't to create perfect content.

The goal is to build genuine connection with the people you serve.

Sharing Your Story

- 01 What inspired you to begin this work?
- 02 Share a lesson your career has taught you.
- 03 What do you hope every client feels after working with you?
- 04 Tell the story behind your business name.
- 05 What does a typical day in your practice look like?

Educating Your Community

- 06 What's a question you answer almost every week?
- 07 Explain a topic your clients often find confusing.
- 08 Share one common misconception you enjoy clearing up.
- 09 Recommend a trusted book, podcast, or resource.
- 10 What's something you wish every family knew before your first appointment?

Behind the Scenes

- 11 Share a glimpse of your workspace.
- 12 Show how you prepare for appointments.
- 13 Introduce a favorite tool or resource you regularly use.
- 14 Share a quiet moment from your workday (while always respecting client privacy).
- 15 What's one small detail that helps your practice feel welcoming?

Encouragement & Connection

- 16 Offer a gentle reminder someone may need today.
- 17 What's something you wish every new parent could hear?
- 18 Share a meaningful moment that reminded you why you love this work.
- 19 Celebrate a recent milestone, no matter how small.
- 20 Reflect on something you're currently learning.

Building Trust

- 21 Introduce your philosophy of care.
- 22 Walk through what someone can expect during their first visit.
- 23 Highlight one of your services and who it's designed for.
- 24 Share why you believe personalized care matters.
- 25 Answer a frequently asked question from prospective clients.

Community & Conversation

- 26 Recommend another local professional whose work you admire.
- 27 Share an upcoming class, workshop, or community event.
- 28 Ask your audience a thoughtful question.
- 29 Invite your community to share something they're learning or looking forward to.
- 30 Thank your clients, colleagues, or community for being part of your journey.

A Gentle Reminder

Not every post needs to educate, inspire, or sell.

Sometimes the most meaningful content simply helps someone feel seen, informed, or encouraged.

Consistency doesn't come from posting every day.

It comes from showing up with honesty, generosity, and a genuine desire to serve the people who trust you.

Your voice matters.

The work you do matters.

And chances are, someone needs to hear what only you can share.

KATIE JOLY

About Katie

Katie Joly is a copywriter and marketing strategist dedicated to helping birth and women's health professionals communicate their work with clarity, warmth, and confidence.

She believes thoughtful marketing isn't about saying more—it's about helping the right people feel understood, welcomed, and informed.

Through copywriting, strategic messaging, and educational resources, Katie helps purpose-driven practices share the heart behind what they do.

Learn more at

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*Created with care for the professionals who care
for others.*

Thank you for spending time with this Field Guide.

I hope it inspires meaningful conversations, thoughtful
storytelling, and a marketing approach that feels authentic to you
and the people you serve.

May your words reflect the same compassion, expertise, and
care that you bring to your work every day.