

KNOW YOUR FLOW

Marketing Toolkit

Welcome! This toolkit provides marketing strategies to promote your involvement in the "Know Your Flow" initiative, allowing your organization to showcase its commitment to menstrual equity by becoming recognized as a Flow Site location. Whether you're an educator, staff member, healthcare provider, or simply passionate about promoting menstrual wellness, this toolkit is your guide to making a meaningful impact in your community. For social posts, be sure to tag [@GoAuntFlow](#) and [NNLM Region 6!](#)

Social Media Caption Example 1: Why do we expect to see toilet paper and paper towels in public bathrooms but not tampons or pads? [Insert your organization's name here] is proud to be a Know Your Flow site, ensuring everyone in the community has access to free period products and menstrual health education! ✨

Social Media Caption Example 2: 💡 Did you know?! Because of a lack of access, 1 in 4 young people who menstruate end up missing school or work every month. Introducing Know Your Flow, a campaign that helps people access menstrual health information and find free period products. [Insert your organization's name here] is thrilled to be a Know Your Flow site, and YOUR organization can be one, too! Learn more at knowyourflow.info ❤️

Social Media Caption Example 3: [Insert your organization's name here] is proud to be a Know Your Flow site! ❤️

Know Your Flow is a campaign that helps people access menstrual health information and find free period products. We believe that, together, we can:

- ✨ Raise awareness of period poverty and improve access to period products
- ✨ Advance menstruation and menopause health information
- ✨ Reduce the stigma associated with menstruation and menopause

Interested in learning more? Check out Know Your Flow at knowyourflow.info 📖



Short Newsletter/Email Blast Feature Example: Why do we expect to see toilet paper and paper towels in public bathrooms but not tampons or pads? Because of a lack of access, 1 in 4 young people who menstruate end up missing school or work every month (according to the State of the Period 2023 report). [Know Your Flow](#) helps people access health information and find free period products. Together, we can reduce stigma and promote menstrual equity! ✨

Long Newsletter/Email Blast Feature Example:

Why do we expect to see toilet paper and paper towels in public bathrooms but not tampons or pads? Because of a lack of access, 1 in 4 young people who menstruate end up missing school or work every month (according to the State of the Period 2023 report).

At [insert your organization's name here], we believe that providing free period products is the right thing to do. That's why we're proud to be a [Know Your Flow](#) site!

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Learn more at knowyourflow.info. ❤️

The Fun Stuff

- [Social Media Posts](#)
- [Social Media Posts Canva Template](#)
- [Flyers + Handouts](#)
- [GIFS](#)
- [Email Newsletter Canva Template](#)

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