

SURROGATE REFERRAL PROGRAM GUIDE

Referrals from experienced surrogates help us find some of our best surrogates. Because of that, we offer referral fees and bonuses to say thank you. We've found that one of the best ways to spread the word about surrogacy is through social media. Here are some tips for planning a social media campaign. Feel free to use any of them to help spread the word. Thank you!

Overview

The four elements for social media success include: **PASSION**, **RESTRAINT**, **CONSISTENCY**, and **PLANNING**.

Passion for your subject will come through in anything you put out on social media. **Restraint** because you always want to maintain your composure on social media even if people say things you don't agree with. Delete or block disrespectful commenters. Always come from a place of kindness and understanding.

Consistency because once you have a plan, it's important to stick to it so people continue to see your message, and even begin to look forward to it. **Planning** because it is essential to achieve your goals.

Step 1: Set three tiers of goals

One practical goal | One slight reach goal | One big reach goal

Step 2: Select a Platform or Platforms

- Facebook has the highest engagement of any platform
- Select a platform or platforms where you already have a network of contacts

Step 3: Decide how often you will post: the key is to find a frequency you can stick to, then build from there.

Step 4: Plan a Week of Content. Content Sources:

- Circle Blog: circlesurrogacy.com/blog
- Circle's Facebook page: facebook.com/circlesurrogacy
- Homepage Guides Available at: circlesurrogacy.com
- Articles, videos, blogs, photos, quotes — all make good content.
- Create your own content:
 - Submit a guest blog post to Circle
 - Share your experiences and your photos (as long as you have the proper permission)

Checklist:

- Proofread content before sending it
- Reach out to people who engage with posts to start a dialogue
- Assess content every week to look for patterns to see what content works with your network