

JUNE 2026 CONTENT CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
June 22	June 23	June 24	June 25	June 26
Topic: Signs Your Blood Sugar Is Spiking	Stories Poll	Topic: You were just diagnosed with PCOS this month. Here's what you need to know.	Topic: My Favorite Protein Sources	Topic: Stop Starting Over Every Monday
Format: Carousel	Format: Stories	Format: Reel	Format: Carousel	Format: Reel
Hook: Are you tired two hours after you eat? Your body might be giving you a clue.	Afternoon Energy Crash Poll	Hook: "If every woman with PCOS understood this..."	Hook: "Protein doesn't have to be complicated."	Hook: "You don't need another restart."
CTA: Comment BLOODSUGAR	Engagement	CTA: Comment ROOTCAUSE	CTA: Save This	CTA: Share
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

June 29

June 30

**Topic: Inflammation &
PCOS**

Stories Poll

Format: Carousel

Format: Stories

**Hook: "Inflammation
doesn't always look the
way you think it does."**

**Have you ever felt
dismissed by a
healthcare
provider?**

**CTA: Comment
INFLAMMATION**

Question Box

WEEK 1

Thursday, June 18

Topic: Why You're Always Tired With PCOS

Format: Reel

Hook:

You're sleeping 8 hours a night, so why are you still exhausted?

Main Message:

Many women with PCOS assume fatigue is normal.

It's not.

Blood sugar instability, chronic stress, poor sleep quality, inflammation, and insulin resistance can all contribute to constant exhaustion.

Fatigue is often a symptom—not the problem itself.

Caption:

If you've been running on caffeine and determination just to make it through the day, you're not alone.

Feeling exhausted all the time isn't something you should simply accept.

Your body may be trying to tell you something.

CTA:

Comment ENERGY if you're tired of feeling tired.

Visual Plan:

Coffee pouring, working at a laptop, afternoon slump, walking outside.

Friday, June 19

Topic: The Biggest Lie Women With PCOS Are Told

Format: Carousel

Hook:

The biggest lie women with PCOS are told.

Main Message:

Most women with PCOS have heard the advice:

"Just lose weight."

But many have already tried eating less, exercising more, and following every recommendation they were given.

The real question isn't whether you're trying hard enough.

The real question is why weight loss feels difficult in the first place.

Hormones, insulin, stress, sleep, and inflammation all play a role.

Caption:

Many women spend years blaming themselves when nobody has explained what's actually driving their symptoms.

When we understand the root cause, everything changes.

CTA:

Comment PCOS if you've heard this advice before.

Visual Plan:

Educational carousel explaining common misconceptions about PCOS and weight loss.

WEEK 2

Monday, June 22

Topic: Signs Your Blood Sugar Is Spiking

Format: Carousel

Hook:

Your body may be giving you clues after every meal.

Main Message:

- **Feeling sleepy after eating**
- **Afternoon energy crashes**
- **Brain fog**
- **Intense cravings**
- **Irritability when hungry**

Many women experience these symptoms every day without realizing they're connected.

Caption:

Many women assume these symptoms are normal.

Often they're clues that blood sugar regulation needs support.

Your body is always communicating.

CTA:

Comment BLOODSUGAR if you've experienced any of these.

Visual Plan:

Symptom checklist carousel with educational graphics.

Tuesday, June 23

Stories Poll

Do you experience an afternoon energy crash?

- **Every day**
- **Sometimes**
- **Rarely**

Question Box

What's your biggest health goal right now?

Wednesday, June 24

Topic: What I Wish More Women Knew About PCOS

Format: Reel

Hook:

If every woman with PCOS understood this, everything would change.

Main Message:

Your symptoms aren't random.

Your body isn't broken.

There is a reason behind your cravings, fatigue, irregular cycles, weight struggles, and hormone symptoms.

The goal isn't simply managing symptoms.

The goal is understanding why they're happening.

Caption:

You deserve more than symptom management.

You deserve answers.

The sooner we start asking better questions, the sooner we can start moving toward better outcomes.

CTA:

Comment ROOTCAUSE if you're ready to understand what's really driving your symptoms.

Visual Plan:

Talking head video mixed with lifestyle footage and educational text overlays.

Thursday, June 25

Topic: My Favorite Protein Sources

Format: Carousel

Hook:

Protein doesn't have to be complicated.

Main Message:

- Eggs
- Greek yogurt
- Chicken
- Turkey
- Cottage cheese

Simple foods often create the biggest impact.

Caption:

One of the biggest mistakes I see is women unintentionally under-eating protein.

Protein supports satiety, blood sugar balance, energy, and muscle health.

CTA:

Save this list for your next grocery trip.

Visual Plan:

Kitchen shots, meal prep footage, protein-rich food photography.

Friday, June 26

Topic: Stop Starting Over Every Monday

Format: Reel

Hook:

You don't need another restart.

Main Message:

Most women aren't failing because they lack motivation.

They're struggling because they're chasing perfection.

Missing one workout doesn't ruin progress.

Eating one off-plan meal doesn't ruin progress.

Starting over every Monday keeps you stuck.

Caption:

The women who succeed aren't perfect.

They're consistent.

Small actions repeated over time create lasting change.

CTA:

Share this with someone who needs the reminder.

Visual Plan:

Walking footage, gym clips, working at a desk, healthy habits throughout the day.

WEEK 3

Monday, June 29

Topic: Inflammation & PCOS

Format: Carousel

Hook:

Inflammation doesn't always look the way you think it does.

Main Message:

- **Brain fog**
- **Fatigue**
- **Digestive issues**
- **Joint discomfort**
- **Difficulty losing weight**

Many women experience these symptoms without realizing inflammation may be contributing.

Caption:

Your symptoms are information.

The question is what they're trying to tell you.

CTA:

Comment INFLAMMATION if any of these symptoms sound familiar.

Visual Plan:

Educational symptom carousel with clean graphics.

Tuesday, June 30

Stories Poll

Have you ever felt dismissed by a healthcare provider?

- Yes
- More than once

Question Box

What topic do you want me to cover next month?

WHAT I NEED FROM MADELINE

June 2026

Clinical Information Needed

- ☐ Most common root causes of fatigue in women with PCOS
- ☐ Blood sugar spike and crash education points
- ☐ Favorite way to explain insulin resistance to patients
- ☐ Common PCOS myths you hear in practice
- ☐ Inflammation and PCOS talking points

- ☐ Top protein recommendations for blood sugar support
- ☐ Biggest misconceptions women have when starting their healing journey
- ☐ Favorite analogy for explaining metabolic health

Patient Stories Needed

- ☐ Fatigue success story
- ☐ Patient who improved energy levels
- ☐ Patient who struggled with weight loss despite "doing everything right"
- ☐ Blood sugar regulation success story
- ☐ Insulin resistance success story
- ☐ General PCOS transformation story
- ☐ Story of a patient who felt dismissed before finding answers

Visual Assets Needed

Lifestyle Footage

- ☐ Morning coffee
- ☐ Walking outside
- ☐ Working at laptop
- ☐ Journaling
- ☐ Meal prep
- ☐ Grocery shopping
- ☐ Supplement routine

Kitchen Footage

- ☐ Protein-rich breakfast
- ☐ Favorite lunch
- ☐ Healthy snack options
- ☐ Refrigerator tour
- ☐ Pantry staples

Educational Content

- ☐ Reviewing lab work
- ☐ Patient charting
- ☐ Desk setup
- ☐ Behind-the-scenes clips

Story Content Needed

- ☐ Personal story about why you chose functional medicine
- ☐ Biggest lesson you've learned treating women with PCOS
- ☐ Most common symptom women mention during their first appointment
- ☐ One thing you wish every woman with PCOS knew
- ☐ What surprised you most when learning about PCOS

CTA / Offer Information Needed

- ☐ Preferred consult CTA language
- ☐ Current application process
- ☐ Preferred DM keywords
- ☐ Current program availability

- ☐ Most common next step for interested followers

Recording Batch Requests

Talking Head Videos

- ☐ Why women with PCOS are always tired
- ☐ The biggest PCOS myth
- ☐ What I wish more women knew about PCOS
- ☐ Why symptoms aren't random
- ☐ Stop starting over every Monday

B-Roll Needed

- ☐ Walking
- ☐ Coffee making
- ☐ Typing at laptop
- ☐ Looking at labs
- ☐ Grocery cart footage
- ☐ Meal prep
- ☐ Supplements

Photos Needed

- ☐ Protein-rich meals
- ☐ Healthy snacks
- ☐ Kitchen setup
- ☐ Pantry staples

- Office/workspace
- Professional headshots

JULY 2026 CONTENT CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
July 6	July 7	July 8	July 9	July 10
Topic: Calories vs Metabolic Health	Stories Poll	Topic: 5 Signs of Insulin Resistance	Topic: Grocery Shopping for PCOS	Topic: Predator vs. Prey Mindset
Format: Carousel	Format: Stories	Format: Carousel	Format: Reel	Format: Carousel
Hook: "It's not a calorie problem."	Ask: "Have you been told to just lose weight?"	Hook: "You may have insulin resistance if..."	Hook: "Come grocery shopping with me."	Hook: "The mindset keeping you stuck."
CTA: Comment INSULIN	Engagement	CTA: Comment INSULIN	CTA: Follow for more	CTA: Share
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
July 13	July 14	July 15	July 16	July 17
Topic: Facial Hair & PCOS	Behind the Scenes	Topic: What No One Tells You About PCOS	Topic: Blood Sugar Friendly Meals	Topic: Stop Waiting for Motivation
Format: Reel	Stories	Reel	Carousel	Reel
Hook: "The hardest part isn't the hair."	Day in the life	Hook: "No one prepared me for this."	Hook: "Here's what I eat."	Hook: "Motivation isn't the answer."
CTA: Comment HAIR	Question Box	CTA: Comment PCOS	CTA: Save This	CTA: Share

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
July 20	July 21	July 22	July 23	July 24
Topic: CGMs for PCOS	Stories Quiz	Topic: Everything Looks Normal	Topic: Morning Routine	Topic: Healing Isn't Linear
Format: Carousel	Stories	Carousel	Reel	Carousel
Hook: "Should women with PCOS use CGMs?"	Insulin Quiz	Hook: "Your labs are normal..."	Hook: "My hormone-support routine."	Hook: "Healing isn't a straight line."
CTA: Comment CGM	Engagement	CTA: Comment NORMAL	CTA: Save This	CTA: Share

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
July 27	July 28	July 29	July 30	July 31
Topic: Sleep Apnea & PCOS	Stories Poll	Topic: What I Wish I Knew at Diagnosis	Topic: Costco Finds	Patient Success Story
Format: Carousel	Stories	Reel	Carousel	Reel/Carousel
Hook: "This symptom is often missed."	Poll + DM Keyword	Hook: "If I was newly diagnosed..."	Hook: "7 things I buy every trip."	Before & After Journey
CTA: Comment SLEEP	CTA: DM ROOTCAUSE	CTA: Comment PCOS	CTA: Save This	CTA: Book Consult

WEEK 1

Monday, July 6

Topic: Calories vs. Metabolic Health

Format: Carousel

Hook:

You're eating less, working out more, and still gaining weight? It's probably not a calorie problem.

Main Message:

Many women with PCOS have been taught that weight loss is simply calories in versus calories out. But if insulin is elevated, your body receives a completely different message. Insulin is a storage hormone. When it's chronically high, your body becomes more likely to store fat and less likely to access stored fat for energy.

Caption:

If you've ever felt like your body isn't following the same rules as everyone else's, you're not imagining it.

Many women with PCOS are battling insulin resistance without even realizing it.

The goal isn't eating less.

The goal is improving metabolic health.

CTA:

Comment **INSULIN** if you've ever felt like you're doing everything right and still not seeing results.

Visual Plan:

Educational carousel with insulin graphics and simple explanations.

Tuesday, July 7

Stories

Poll

Have you ever been told to "just lose weight"?

- Yes
- More times than I can count

Question Box

What's your most frustrating PCOS symptom right now?

Wednesday, July 8

Topic: 5 Signs of Insulin Resistance

Format: Carousel

Hook:

Your body may be showing signs of insulin resistance long before anyone mentions it.

Main Message:

- Constant cravings
- Afternoon energy crashes
- Weight gain around the midsection
- Skin tags
- Difficulty losing weight

Caption:

Insulin resistance is one of the most common root causes behind PCOS symptoms.

Many women are experiencing these signs without realizing they're connected.

CTA:

Comment **METABOLIC** if any of these sound familiar.

Visual Plan:

Symptom checklist carousel.

Thursday, July 9

Topic: Grocery Shopping for PCOS

Format: Reel

Hook:

Come grocery shopping with me if you're working on blood sugar balance.

Main Message:

Focus on protein, fiber, healthy fats, and foods that support stable energy.

Caption:

You don't need expensive healthy foods.

You need simple habits you can stick with.

CTA:

Save this for your next grocery trip.

Visual Plan:

Store walkthrough showing favorite products.

Friday, July 10

Topic: Predator vs. Prey Mindset

Format: Carousel

Hook:

The mindset shift that changes everything.

Main Message:

A prey mindset waits for perfect conditions.

A predator mindset adapts and keeps moving.

Caption:

Healing doesn't require perfection.

It requires consistency.

CTA:

Share this with someone who needs the reminder.

Visual Plan:

Mindset graphics.

WEEK 2

Monday, July 13

Topic: Facial Hair & PCOS

Format: Reel

Hook:

The hardest part about facial hair isn't the hair.

Main Message:

It's checking the mirror constantly.

Wondering if people notice.

Feeling like your body is working against you.

Caption:

Facial hair isn't just a cosmetic concern.

It affects confidence, relationships, and how you show up in the world.

CTA:

Comment **HAIR** if this resonates with you.

Visual Plan:

Talking head + mirror footage.

Tuesday, July 14

Stories

Day in the Life

- Coffee
- Patient notes
- Supplements
- Lunch

- Workout

Question Box

What topic do you want me to cover next?

Wednesday, July 15

Topic: What No One Tells You About PCOS

Format: Reel

Hook:

No one prepared me for how emotional PCOS could be.

Main Message:

The frustration.

The exhaustion.

The feeling that no one understands what you're going through.

Caption:

Many women spend years feeling dismissed.

Your symptoms are real.

And there are answers.

CTA:

Comment **PCOS** if you've felt this way.

Visual Plan:

Talking head + lifestyle B-roll.

Thursday, July 16

Topic: Blood Sugar-Friendly Meals

Format: Carousel

Hook:

Here's what a blood sugar-supportive day of eating can look like.

Main Message:

Protein + fiber + healthy fats at every meal.

Caption:

Simple meals often outperform complicated plans.

Focus on consistency first.

CTA:

Save this for meal inspiration.

Visual Plan:

Breakfast, lunch, dinner, and snack photos.

Friday, July 17

Topic: Stop Waiting for Motivation

Format: Reel

Hook:

Motivation isn't what's missing.

Main Message:

Most people don't need more motivation.

They need systems and habits.

Caption:

Your future health won't be built on motivation.

It will be built on what you repeatedly do.

CTA:

Share this with someone who needs it.

Visual Plan:

Walking, working, gym footage.

WEEK 3

Monday, July 20

Topic: CGMs & PCOS

Format: Carousel

Hook:

Should women with PCOS use a CGM?

Main Message:

Who benefits.

Who may not need one.

What CGMs can teach us about blood sugar patterns.

Caption:

CGMs are tools.

The value comes from understanding the information they provide.

CTA:

Comment **CGM** if you've ever considered using one.

Visual Plan:

CGM screenshots and education graphics.

Tuesday, July 21

Stories Quiz

Which has the biggest impact on blood sugar?

- Sleep
- Stress
- Food
- All of the above

Answer: All of the above.

Wednesday, July 22

Topic: "Everything Looks Normal"

Format: Carousel

Hook:

Have you ever been told your labs look normal while feeling awful?

Main Message:

Normal doesn't always mean optimal.

Many women continue struggling despite being told everything is fine.

Caption:

You know your body better than anyone.

Keep asking questions.

CTA:

Comment **NORMAL** if you've heard this before.

Visual Plan:

Patient-centered educational carousel.

Thursday, July 23

Topic: Morning Routine

Format: Reel

Hook:

My hormone-supportive morning routine.

Main Message:

Morning sunlight.

Protein-rich breakfast.

Hydration.

Movement.

Caption:

Small habits create powerful results over time.

CTA:

Save this routine.

Visual Plan:

Morning routine footage.

Friday, July 24

Topic: Healing Isn't Linear

Format: Carousel

Hook:

One bad day doesn't erase your progress.

Main Message:

Healing happens in trends.

Not straight lines.

Caption:

Progress isn't measured by perfection.

It's measured by direction.

CTA:

Share this with someone who needs encouragement.

Visual Plan:

Simple motivational graphics.

WEEK 4

Monday, July 27

Topic: Sleep Apnea & PCOS

Format: Carousel

Hook:

One overlooked symptom could be making your PCOS worse.

Main Message:

Women with PCOS experience higher rates of sleep apnea than many realize.

Poor sleep impacts hormones, cravings, insulin, and energy.

Caption:

If you're waking up exhausted, there may be more going on than you think.

CTA:

Comment **SLEEP** if you constantly wake up tired.

Visual Plan:

Sleep-focused educational graphics.

Tuesday, July 28

Stories

Poll

Do you wake up feeling rested?

- Rarely
- Sometimes
- Usually

Question Box

What's your biggest sleep struggle?

Wednesday, July 29

Topic: What I Wish I Knew at Diagnosis

Format: Reel

Hook:

If I could go back to day one, here's what I'd tell myself.

Main Message:

Your body isn't broken.

You aren't lazy.

Your symptoms have a reason.

Caption:

The sooner you understand the root cause, the sooner you can stop blaming yourself.

CTA:

Comment **ROOTCAUSE** if you're ready to understand what's really driving your symptoms.

Visual Plan:

Talking head video.

Thursday, July 30

Topic: Costco Finds

Format: Carousel

Hook:

7 blood sugar-friendly Costco finds.

Main Message:

- Eggs
- Greek yogurt
- Chicken
- Frozen berries
- Avocados
- Chia seeds
- Olive oil

Caption:

Keeping supportive foods around makes healthy choices easier.

CTA:

Save this list for your next Costco trip.

Visual Plan:

Costco product photos.

Friday, July 31

Topic: Patient Success Story

Format: Carousel

Hook:

She thought she needed more willpower. What she actually needed were answers.

Main Message:

Symptoms → Investigation → Root Cause → Progress

Caption:

Many women spend years believing their symptoms are their fault.

When we start asking better questions, everything changes.

CTA:

If this sounds like your story, comment **READY**.

Visual Plan:

Patient journey, screenshots, testimonial highlights.

MONTHLY CONTENT REQUESTS FOR MADELINE:

Clinical Information Needed

- ☐ Sleep apnea and PCOS talking points
- ☐ CGM recommendations
- ☐ Insulin resistance education
- ☐ Favorite metabolic health teaching points

Visual Assets Needed

- ☐ Grocery store footage
- ☐ Kitchen footage
- ☐ Morning routine footage
- ☐ Meal prep footage
- ☐ Walking footage
- ☐ Coffee-making footage
- ☐ Supplement routine footage

Patient Stories Needed

- ☐ Facial hair success story
- ☐ Insulin resistance success story
- ☐ Weight loss resistance story

- Sleep improvement story
- General transformation story

Conversion Opportunities

- Consult application link
- DM keyword automations
- Patient success screenshots
- Program enrollment information