

S a m p l e



CLIENT:

Dr Michael Flynn
Fertility & Women's Health Specialist

PROJECT:

Social Media Posts
Instagram + Facebook
Copy + Graphic Design





drmichaelflynn We love nothing more than when a couple both starts and finishes their journey into parenthood at our office!

Meet beautiful baby Rocky and her proud parents Kristyl and Julie. These lovely ladies were much loved fertility patients of mine and after we achieved the best possible outcome (a baby bump 😊), moved across to my colleague Dr Claire Allanach to look after their pregnancy.

There is no better feeling than giving the gift of parenthood 🎁👶



drmichaelflynn I love hearing updates from my patients. The lovely Dani and I go back around 20 years and as she says, have experienced "the highest of highs and the lowest of lows". Her beautiful daughters, Jordan & Reese, are definitely in equal pole position for the 'highest of the high' accolade!

Just like their dad, these girls are mad about car racing. Jordan, 18, is already out on the track showing the other drivers (all men 😊) how it's done. Reese, 15, is hot on her sister's heels and will also get behind the wheel as soon as she's of age. You go girls! You're certainly doing your parents proud.

If I've played a role in your family's life over the years, please drop me a message and let me know how you and your children are going 😊



drmichaelflynn Some of you would know that I took some time out with family and friends last week to do the amazing Larapinta Trail in the Northern Territory 🏔️ It was a 6 day trek...and it was breathtaking. The landscape was absolutely beautiful – just like we were walking through a painting 🖼️.

The weather was perfect, our campsite was excellent, the food delicious and the water – absolutely freezing 🧊 😊. It didn't stop us taking a dip everyday though! I highly recommend this hike to anyone who is thinking about it. Getting back to nature is always so good for the mind, body and soul 🏕️.



drmichaelflynn Being a mum is undoubtedly the most amazing and rewarding job in the world. Let's be real though – it's not always sunshine and rainbows. There are 'those days' (or 'those weeks') where it is downright tough.

Every mum deserves a pat on the back and a 'you got this' from time to time, so tag someone you know who is doing a fantastic job and is worthy of a little shout-out 😊 🙌 🙌 🙌 🙌



drmichaelflynn It's that time again Queensland and New South Wales 😊

School holidays. Yes, that time when you're faced with a myriad of mixed emotions, mostly excitement to spend some extra time with the kids....but served with a side of casual panic ("what AM I going to do to entertain them for 2 whole weeks?") 🤔🙄😁

If you know of anything happening in the region which will help fellow mums and dads keep their little (or not so little) ones occupied, let's hear it!



drmichaelflynn Just a quick 'hang in there' message to everyone in lockdown ❤️ It's not exactly ideal (particularly for those trying to work and home-school), but try and find the silver lining.

Pick up the phone and call that friend you've been meaning to touch base with for months. Sit down with your kids and enjoy quality time getting back to basics. Cook that dish you've been wanting to make but haven't found the time. Do that online course you've thought about and acquire a new skill set....and so on.

And importantly, make sure you get out (with your mask of course) and do some sort of exercise. It is so important for physical and mental health 🚴☀️✨



drmichaelflynn I was asked this question recently over Instagram and as it something I hear often, thought I would address it in a post.

Will drinking alcohol impact a man's healthy sperm production? The answer is most definitely YES. Studies have shown this to be the case time and time again.

However, if you are trying to conceive and have a wedding or special occasion on the horizon, a one-off "night off" is okay (*within reason. Obviously exercise common sense and don't completely over-indulge).

Best of luck to all those couples currently trying for a baby. We know it can be a rollercoaster, but the reward far outweighs the challenges you may face along the way 🍷



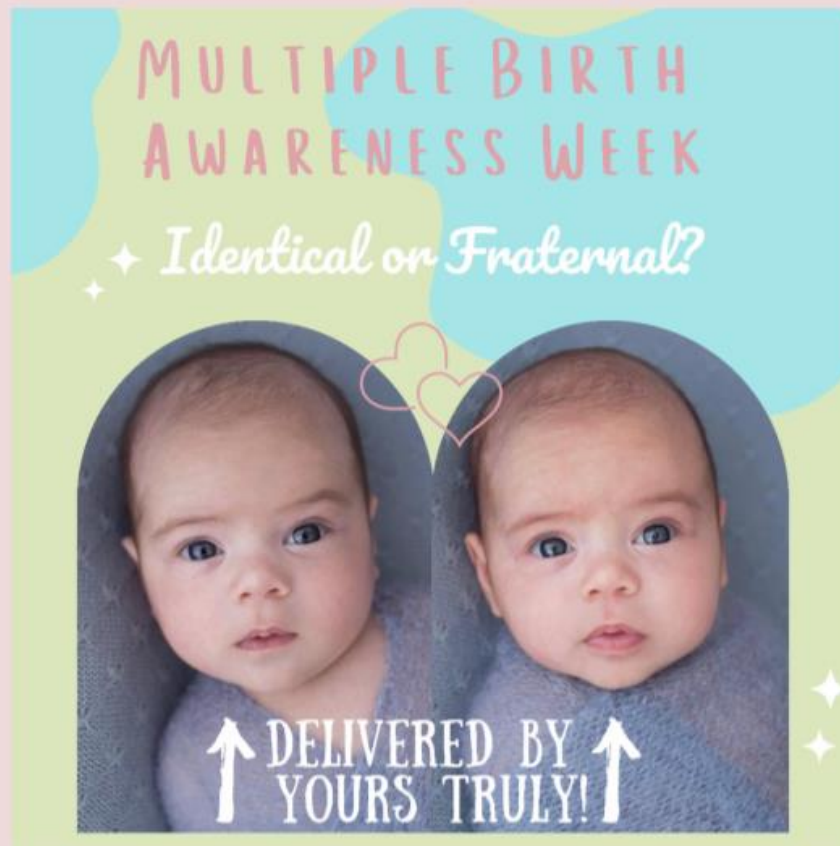
drmichaelflynn Pelvic Organ Prolapse is a treatable condition that occurs when weakened pelvic organs prolapse from their natural position into the vagina. This is a condition that can affect women of any age, but it is more common in post-menopausal women.

Thankfully it is not life threatening and as mentioned, is entirely curable, but there is no denying that it can cause discomfort and interfere with your daily activities.

Symptoms to look out for include:

- A heavy or dragging feeling in the pelvic area.
- A bulge in the front or back wall of the vagina (this can also extend outside the vagina).
- Distress and difficulties with bladder or bowel continence.
- Discomfort or lack of sensation during intercourse.

Depending on your level of prolapse, there are different treatment options. The main solution is a vaginal repair or tightening surgical procedure, to repair any bulged or moved organs. I have extensive experience working with women who have suffered prolapse so if you have any of the above symptoms, let me help you feel like your old self again.



drmichaelflynn Quiz time! 💡 What would you say the gorgeous twins I delivered in this photo are – identical or fraternal (non-identical)? 🤔

This week is Multiple Birth Awareness Week and the theme is "Identical or Fraternal? Testing for zygosity matters".

But why does it really matter? There are many reasons and here are a few:

👧👧 Eligibility for involvement in twin research which plays a vital role in general health research (not just for twins, but for all of us).

👧👧 Assessing disease risk. Identical twins are more likely to suffer from the same illnesses.

👧👧 Understanding tissue compatibility in organ transplantation.

👧👧 The personal right to know your identity.

👧👧 Estimating the likelihood of the mother or close relatives giving birth to further sets of twins.

So back to this perfect pair....what do you all think? 🤔