



**UPDATE ON PROGRESS**

2024-4-5

# April Social Media Content Calendar Created

This week, our marketing department has focused on developing a new social media content calendar for April. We have dedicated significant attention to curating engaging and relevant content, ensuring alignment with our brand identity and audience interests. Notably, we strategically incorporated upcoming holidays such as National Self-care Day (4/5/24) and World Health Day (4/7/24) into our calendar, aiming to leverage these occasions to foster meaningful connections with our community while promoting values of wellness and self-care. With careful planning and creative execution, we're excited to roll out this content calendar and enhance our online presence throughout the month of April.

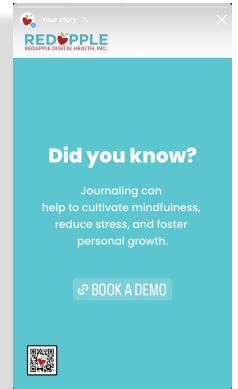
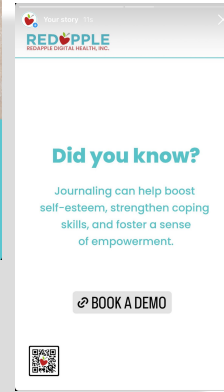
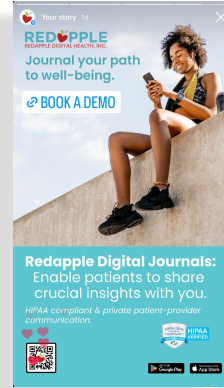
**APRIL 2024**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 April Fools' Day #AprilFoolsDay	2 International Fact-Checking Day #InternationalFactCheckingDay	3 International Men's Body Wellness Day #InternationalMensBodyWellnessDay	4 National Bunto Day / National Hug a Newspaper Day #NationalBuntoDay #NationalHugANewspaperDay	5 Ball Bottoms Day #BallBottomsDay	6 National Employee Benefits Day #NationalEmployeeBenefitsDay
7 World Health Day #WorldHealthDay	8 National Empiricist Day #NationalEmpiricistDay	9 National Things Don't Encourage Drinking Water Day #NationalThingsDontEncourageDrinkingWaterDay	10 National Past Day #NationalPastDay	11 National Past Day #NationalPastDay	12 International Appreciation Day #InternationalAppreciationDay	13 International Appreciation Day #InternationalAppreciationDay
14 Perfume Day #PerfumeDay	15 Tax Day #TaxDay	16 National Librarian Day #NationalLibrarianDay	17 National Halku Day #NationalHalkuDay	18 National Exercise Day #NationalExerciseDay	19 Humorous Day #HumorousDay	20 National Look-Alike Day #NationalLookAlikeDay
21 World Creativity and Innovation Day #WorldCreativityAndInnovationDay	22 Earth Day #EarthDay	23 World Book Day #WorldBookDay	24	25 National Telephone Day #NationalTelephoneDay	26 National Arbor Day / Stop Food Waste Day #NationalArborDay #StopFoodWasteDay	27 Independent Bookstore Day #IndependentBookstoreDay
28 National Superhero Day #NationalSuperheroDay	29 International Dance Day / Day of T-Rex #InternationalDanceDay #DayOfTrex	30 National Adopt A Shelter Pet Day / Honesty Day #NationalAdoptAShelterPetDay #HonestyDay				



# Instagram Stories Promoting Journaling with CTA

We have started designing and developing new daily Instagram stories for Redapple which are put up every 24 hours. We're dedicated to crafting impactful Instagram stories to boost and help promote our Redapple Digital Journals. We are communicating the healing benefits of journaling. Through visually compelling content and strategic messaging, we're highlighting our journal's unique features and benefits to captivate our audience and drive engagement. As part of our content strategy, each story includes a clear call to action to book a demo, encouraging viewers to explore our products further, ensuring maximum impact and interaction. (Larger previews are shown on the next page.)



# Instagram Stories Promoting Journaling with CTA

Your story 1d



**REDAPPLE**  
REDAPPLE DIGITAL HEALTH, INC.

Journal your path to well-being.


[BOOK A DEMO](#)

**Redapple Digital Journals:**  
Enable patients to share crucial insights with you.

*HIPAA compliant & private patient-provider communication.*



Your story 11s




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**Did you know?**

Journaling can help boost self-esteem, strengthen coping skills, and foster a sense of empowerment.

[BOOK A DEMO](#)



Your story 7s




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**Did you know?**

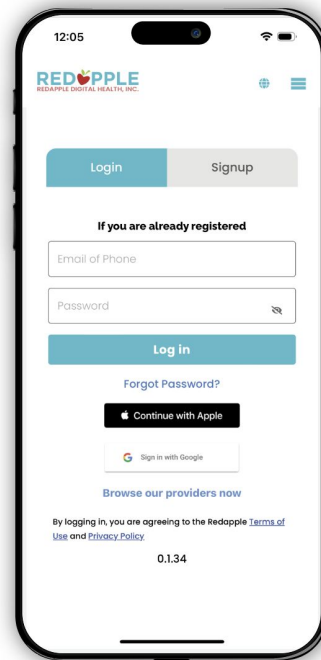
Journaling can help to cultivate mindfulness, reduce stress, and foster personal growth.

[BOOK A DEMO](#)

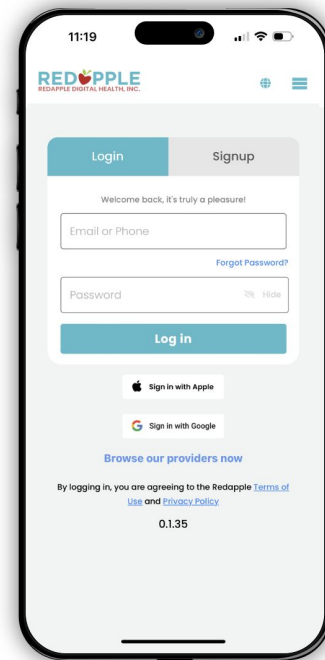


# UI Revisions for Sign-In Page

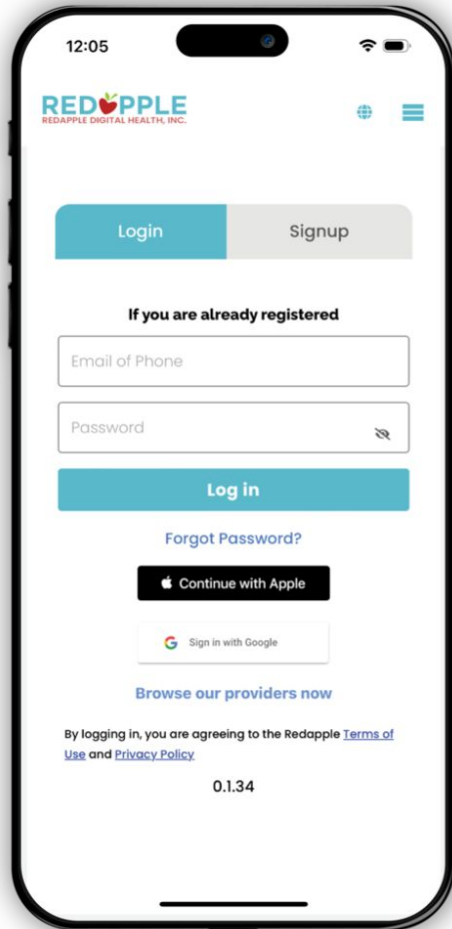
Throughout this week, our design department and development team have collaborated closely to enhance the sign-in page of our app. Our aim is to achieve the most beautiful user interface out there that is optimized for functionality. Through teamwork and iterative refinement, we have refined every aspect, from visual design elements to user interactions. By leveraging the collective expertise of both teams, we are committed to delivering a polished and intuitive sign-in process that elevates user engagement and satisfaction, setting our app apart in a competitive landscape. Larger previews of this new improved sign-in screen are shown on the next page.



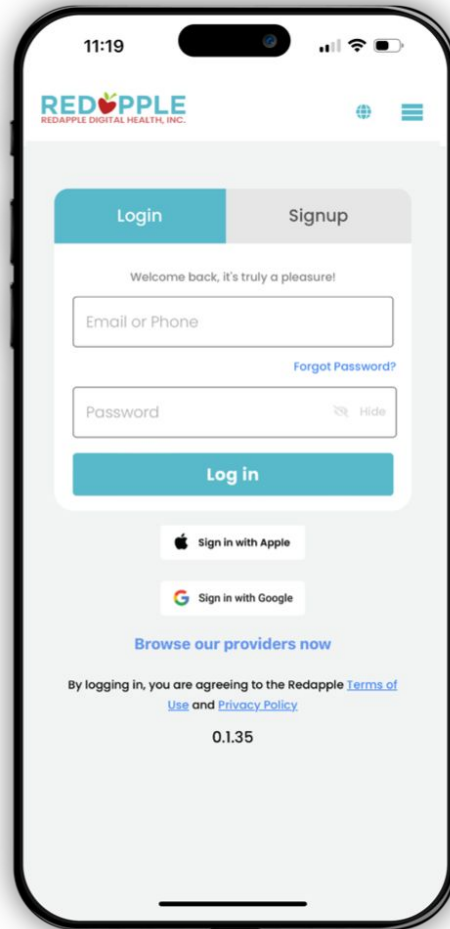
BEFORE



AFTER



BEFORE



AFTER

# UI/UX Design Research for Journaling Features

Our design team has been actively engaged in researching various journal user interfaces (UI), examining best practices and innovative approaches to enhance our own app design. Through comprehensive analysis and exploration of diverse UI designs, we aim to distill effective techniques and strategies that can be seamlessly integrated into our already powerful Redapple Digital Journals. By researching UI/UX journal design patterns, we are dedicated to refining our approach and delivering user-centric solutions that elevate the overall user experience, ensuring our app remains at the forefront of great app design.



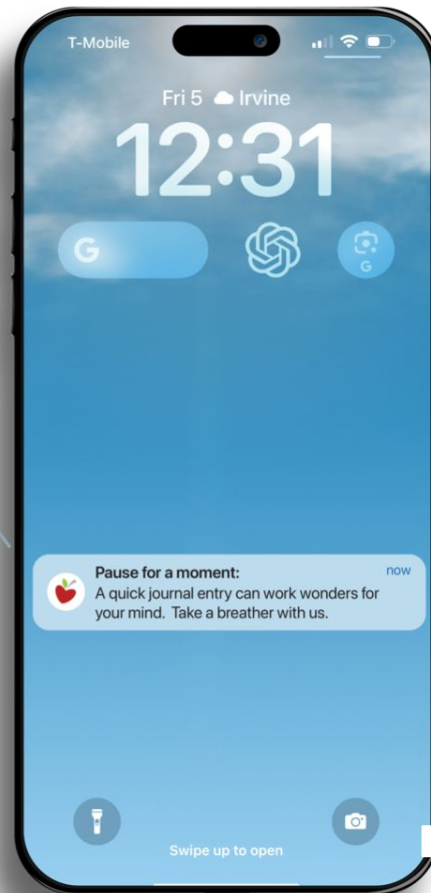
# Journaling Reminder Notifications



**Pause for a moment:**

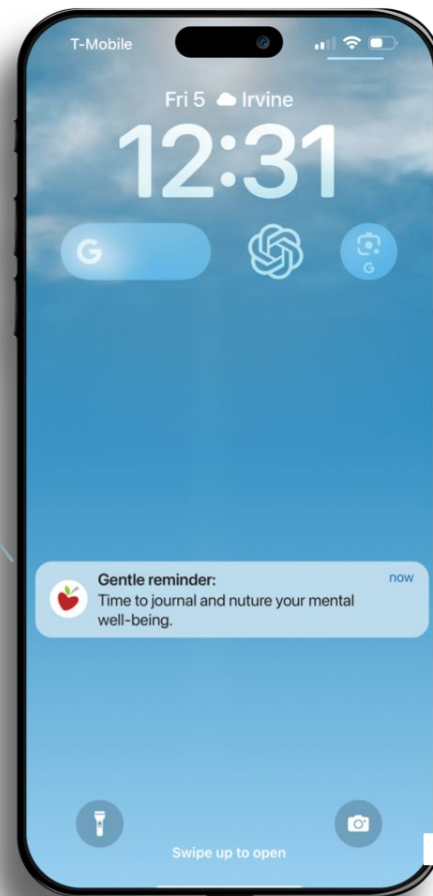
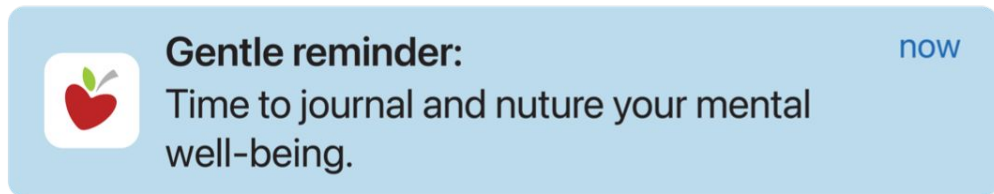
now

A quick journal entry can work wonders for your mind. Take a breather with us.





# Journaling Reminder Notifications



We are engaging in further development and ideation processes to refine Redapple Journal's notification system, in close collaboration with both the design and marketing teams.

# Weekly Social Media Post for the Start of Spring



redappledigitalhealth Spring is a time for growth and renewal, and just like flowers need nurturing to bloom, so do we. Seeking support from a therapist can help cultivate your inner garden of wellness.

Together, you can navigate challenges, foster personal growth, and blossom into your best self.

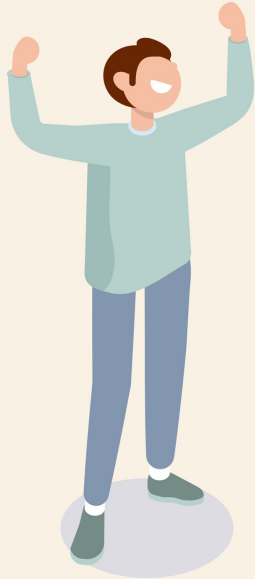
Sign up for free at [www.redappleapp.com](http://www.redappleapp.com) and start your journey today!

#TherapyForGrowth  
#WellnessJourney  
#SpringBlossoms  
#HealthyLiving  
#SelfCareSunday  
#MindBodySoul  
#HolisticHealth  
#WellnessGoals  
#SelfLove

Edited · 2d

# Weekly Social Media Posts Promoting Redapple Digital Journals

## 3 benefits of journaling:



- Helps relieve stress
- Increases self-awareness
- Improves problem-solving

@redappledigitalhealth

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redappledigitalhealth 3 benefits of journaling:

- Helps relieve stress
- Increases self-awareness
- Improves problem-solving

Ready to experience the power of journaling?

Check out our powerful Redapple Digital Journals.

Take the first step towards transformation at [www.redappleapp.com](http://www.redappleapp.com)

Have more questions? Book a demo with us here:

<https://calendly.com/buckmower/redapple-demo>

#JournalingJourney

#SelfCare

#Mindfulness

#RedappleApp

1d

# Weekly Social Media Posts Promoting Redapple Digital Journals

**Journaling** can help us process emotions and heal.



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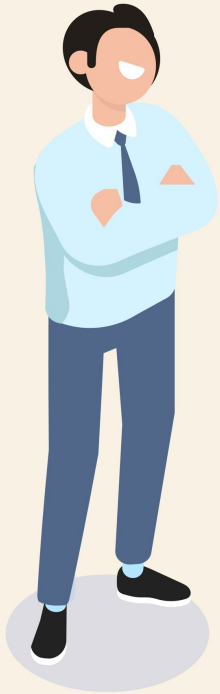
**Journaling** offers a secure outlet for processing emotions, relieving stress, and nurturing emotional wellness.



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# Weekly Social Media Posts Promoting Redapple Digital Journals



**Journaling** can help us track goals & stay motivated.

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**Journaling** helps regulate emotions, easing anxiety and depression.



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# Weekly Social Media Posts Promoting Redapple Digital Journals



**Journaling** has been proven to enhance mood and well-being.

@redappledigitalhealth

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The image is a social media post on a light beige background. On the left, a woman with brown hair in a ponytail, wearing a light blue long-sleeved top and a dark blue skirt, is depicted with her arms raised in a celebratory gesture. Above her head, a cluster of colorful confetti in shades of teal, purple, and pink is falling. To the right of the woman, the text 'Journaling has been proven to enhance mood and well-being.' is written in a dark teal font. At the bottom left of the post, the handle '@redappledigitalhealth' is displayed. At the bottom right, the Redapple logo is shown, featuring the word 'REDAPPLE' in blue with a red apple icon, and 'REDAPPLE DIGITAL HEALTH, INC.' in smaller red text below it.

# National Self-Care Day Promo for Today, Friday 4/5/24

## NATIONAL SELF-CARE DAY

Friday April 5th, 2024



**REDAPPLE**  
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redappledigitalhealth Happy National Self-Care Day!

Don't forget to prioritize your mental well-being alongside your self-care routine.

Take the first step by booking a session with one of our expert therapists at [www.redappleapp.com](http://www.redappleapp.com)

Your journey to self-discovery starts here.

#SelfCare  
#NationalSelfCareDay  
#BookNow  
#Redapple  
#SelfCareDay  
#NationalSelfCare  
#SelfLove  
#WellnessWednesday  
#MeTime  
#MindBodySoul  
#SelfCareRoutine  
#HealthyHabits  
#PrioritizeYourself  
#InnerPeace

18m

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# World Health Day Promo for this Sunday 4/7/24



This is a preview of social media content to be posted this Sunday for **World Health Day**

This World Health Day, our dedication to accessible, high-quality healthcare remains unwavering!

Step into the future of healthcare with the Redapple app.

Begin your journey to a healthier you today at [www.redappleapp.com](http://www.redappleapp.com)

#WorldHealthDay  
#Telehealth  
#Redapple  
#DigitalHealth  
#AccessibleCare

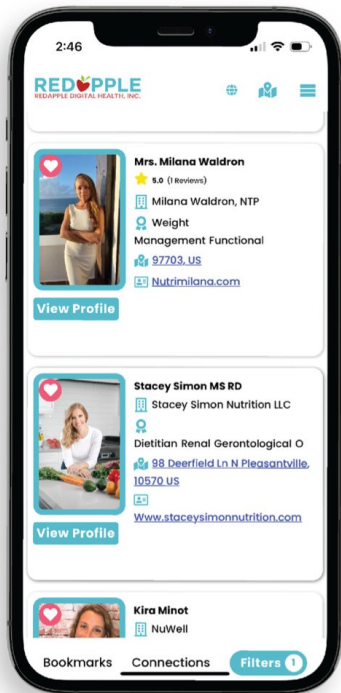




# Journal your path to well-being.

Unparalleled connectivity between you and your healthcare provider.

Redapple instantly Matches, Connects, & Engages people with healthcare providers.

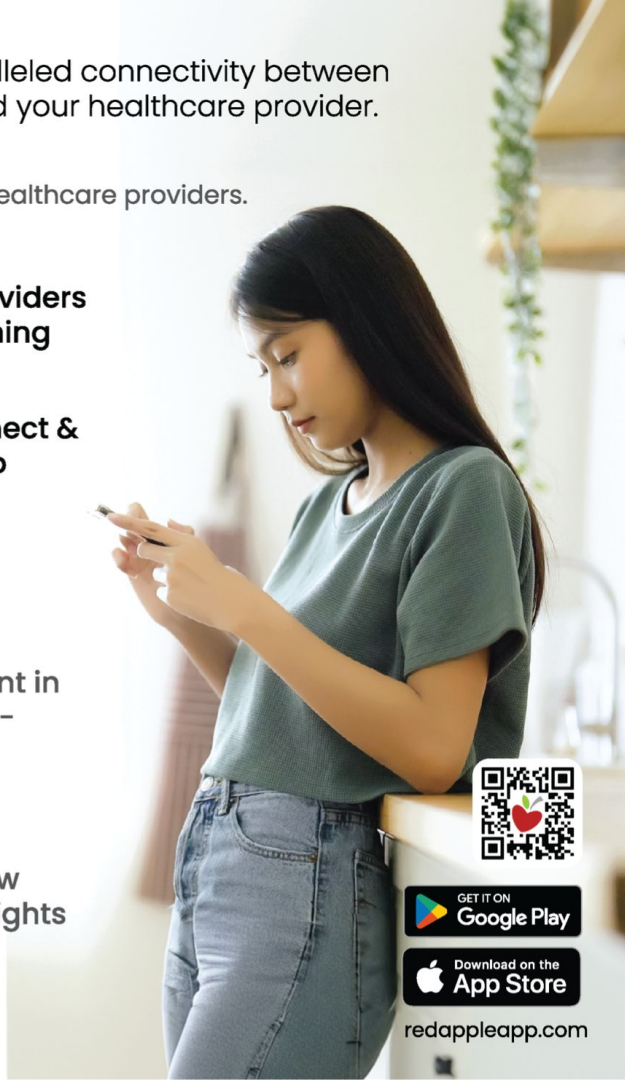


- Patients find healthcare providers using our proprietary matching filters.
- Patients and providers connect & communicate via text, video
- HIPPA Complaint telehealth communication platform.

A revolutionary advancement in healthcare communication – our groundbreaking **Private Patient Journals**.

Private Patient Journals allow patients to share crucial insights with their healthcare team.

**REDAPPLE**  
REDAPPLE DIGITAL HEALTH, INC.



GET IT ON  
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Download on the  
**App Store**

redappleapp.com

## Product Website

[www.redappleapp.com](http://www.redappleapp.com)

## Discover Redapple on Social Media



**REDAPPLE**  
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“Matching, Connecting and Engaging People and Healthcare Providers.”

