Everyday Posting Schedule

Two posts per weekday · all 40 posts · no weekend posting

Study 1 · GSM · Study 2 · Sleep & cognition · Study 3 · Hot flashes & bone · General · partner posts

WEEK 1

Tuesday, September 1

9:00 AM	STUDY 1	**50-70% — of menopausal women experience genitourinary syndrome of menopause** Big Stat · S1	study1_post01
1:00 PM	STUDY 2	**Why hormone therapy and memory studies disagree** Binary Contrast · C1	study2_post03

Wednesday, September 2

9:00 AM	STUDY 3	**Does the type of estrogen you take change your risk?** Prompt · P1	study3_post05
1:00 PM	GENERAL	**Muscle is your longevity insurance** Longevity, Healthy Aging & Regenerative Medicine	general_post01

Thursday, September 3

9:00 AM	STUDY 1	**Three FDA-approved treatments for GSM** Enum List · L1	study1_post07
1:00 PM	STUDY 2	**Conflicting evidence is not the same as no evidence.** Statement · T1	study2_post09

Friday, September 4

9:00 AM	STUDY 3	**70-80% — reduction in hot flash frequency versus baseline with hormone therapy** Big Stat · S1	study3_post01
1:00 PM	GENERAL	**Your bones are listening** Bone & Joint Health	general_post02

WEEK 2

Monday, September 7

9:00 AM	STUDY 1	**“Just use lube” isn't the whole answer** Binary Contrast · C1	study1_post03
1:00 PM	STUDY 2	**Is your brain fog actually about your hormones?** Prompt · P1	study2_post05

Tuesday, September 8

9:00 AM	STUDY 3	**Three factors that change hormone therapy's safety picture** Enum List · L1	study3_post07
1:00 PM	GENERAL	**Your heart changed the day your hormones did** Heart & Cardiovascular Health	general_post03

Wednesday, September 9

9:00 AM	STUDY 1	**GSM gets worse without treatment. It does not get better on its own.** Statement · T1	study1_post09
1:00 PM	STUDY 2	**40-56% — of women report sleep problems during and after the menopause transition** Big Stat · S1	study2_post01

Thursday, September 10

9:00 AM	STUDY 3	**Oral and transdermal estrogen carry different stroke risk** Binary Contrast · C1	study3_post03
1:00 PM	GENERAL	**Why 'normal' labs can still mean you feel terrible** Testing, Diagnostics & Root-Cause Care	general_post04

Friday, September 11

9:00 AM	STUDY 1	**Is it just dryness, or something more?** Prompt · P1	study1_post05
1:00 PM	STUDY 2	**Three sleep disruptors beyond hormones alone** Enum List · L1	study2_post07

WEEK 3

Monday, September 14

9:00 AM	STUDY 3	**The same therapy can be the right choice for one woman and the wrong choice for another.** Statement · T1	study3_post09
1:00 PM	GENERAL	**Still doing cardio and wondering why nothing's changing?** Exercise, Strength & Movement	general_post05

Tuesday, September 15

9:00 AM	STUDY 1	**12 — weeks to significant improvement in vaginal symptoms with ospemifene, in a 605-woman randomized trial** Big Stat · S1	study1_post02
1:00 PM	STUDY 2	**What hormone therapy is, and isn't, proven to do for mood** Binary Contrast · C1	study2_post04

Wednesday, September 16

9:00 AM	STUDY 3	**Could hormone therapy help more than just hot flashes?** Prompt · P1	study3_post06
1:00 PM	GENERAL	**Is low testosterone the piece no one mentioned?** Testosterone & Overlooked Hormones	general_post06

Thursday, September 17

9:00 AM	STUDY 1	**Three signs clinicians check during evaluation** Enum List · L1	study1_post08
1:00 PM	STUDY 2	**Sleep, mood, and memory are connected — treating one often helps the others.** Statement · T1	study2_post10

Friday, September 18

9:00 AM	STUDY 3	**2-3 — years — the window after menopause when bone loss peaks, and when hormone therapy has the most to protect** Big Stat · S1	study3_post02
1:00 PM	GENERAL	**Is it just dryness, or something more?** Vaginal & Genitourinary Health (GSM)	general_post07

WEEK 4

Monday, September 21

9:00 AM	STUDY 1	**Is vaginal estrogen safe after breast cancer?** Binary Contrast · C1	study1_post04
1:00 PM	STUDY 2	**Could better sleep start with treating hot flashes?** Prompt · P1	study2_post06

Tuesday, September 22

9:00 AM	STUDY 3	**Three things this 2025 review adds to the conversation** Enum List · L1	study3_post08
1:00 PM	GENERAL	**Real women, real chapters** Personal Stories, Testimonials & Community	general_post08

Wednesday, September 23

9:00 AM	STUDY 1	**GSM affects comfort, relationships, and self-image — not just tissue.** Statement · T1	study1_post10
1:00 PM	STUDY 2	**32.3% — vs 17.3% — the difference in depressive symptoms between placebo and hormone therapy in one trial of early perimenopausal women** Big Stat · S1	study2_post02

Thursday, September 24

9:00 AM	STUDY 3	**Hormone therapy protects bone. It does not prevent heart disease.** Binary Contrast · C1	study3_post04
1:00 PM	GENERAL	**Protecting your energy is allowed** Relationships, Family & Everyday Life	general_post09

Friday, September 25

9:00 AM	STUDY 1	**Why does a mirror come out during a GSM exam?** Prompt · P1	study1_post06
1:00 PM	STUDY 2	**Three honest conclusions on hormone therapy and the brain** Enum List · L1	study2_post08

WEEK 5

Monday, September 28

9:00 AM	STUDY 3	**The evidence on hormone therapy has moved a long way since the early 2000s.** Statement · T1	study3_post10
1:00 PM	GENERAL	**The old rule is being retired** Myth-Busting, News & Policy	general_post10

Captions for every post are included in the CSV alongside this schedule, ready to import into your scheduling platform. Replace the practitioner placeholders before publishing.