##### Tim

On this episode of The Infant Adoption Guide Podcast, Lindsay joins me to share her Infant Adoption story and her experience on how her husband has been adopted using social media and how she helps others do the same thing. Welcome back to the Infant Adoption Guide Podcast. My name is Tim Elder. I'm a dad of three through Infant Adoption. This is the show all about domestic infant adoption. Give you the hope, the resources, the inspiration, cutting down that overwhelm so you can adopt faster with more confidence. Thank you for joining me today. Lindsay is a mom through Infant Adoption. She joins us, her and her husband matched with unexpected mom through Facebook. She is a whiz at social media. I'm so excited to talk with her. They adopted pretty quickly within a matter of just a few months. She's going to share her adoption experience and how they use social media to really find and match with an expected mom. There were some things that she definitely had to go through to get to that match. We'll get into her story in just a bit. First, I wanted to ask you, if you are in our Facebook group, if you're not, please join us at [InfantAdoptionGuide.com](https://Infantadoptionguide.com) where you can see how to join our Facebook group. It's free. You can jump in. There's a ton of people in there waiting to help you and waiting to talk with you and support you. I'm excited to announce that we've really taken community and support a step further, even than our Facebook group, because we've built a new online community. It's at [InfantAdoptionGuide.com/community](https://infantadoptionguide.com/community). This website is a website and an app, a lot like social media, a lot like Facebook, but it's very private, outside of social media, our own safe, private, online space that you can connect with other people. You can chat with them online, you can learn about things. If you don't know anything about adoption, you can jump in and learn about adoption. We get you into these exclusive small buddy groups, which we call buddy groups because it's a designed place where you have 5-10 people that you can become friends. You can have your own private, personal, small support group. We match you in there so you can meet and chat and share experiences inside of the website, you can do it over Zoom. However, you guys want to communicate and support and connect with each other in that small group setting to get really personalized help and support.

##### Tim

I'm in there as well. I'm ready to help you and support you and get you on the path to adopt and to provide that hope that you need to build your family through adoption. We all want that help. Go to [InfantAdoptionGuide.com/community](https://infantadoptionguide.com/community). I'd love to see you on the inside. I'm willing to give you a free month to jump in there and just try it. Let's jump into the interview with Lindsay right now.

##### Tim

Welcome to the show. Lindsay, how are you doing today?

##### Lindsay

I'm great, how are you?

##### Tim

I'm doing excellent, thank you for joining me today. I love having adopted parents on the show, especially those who are helping serve the adoption community after you adopt. So you're a new mom. Your little guy is what, four months old now, you said?

##### Lindsay

Yes, he had his four months yesterday.

##### Tim

Awesome, congratulations. And he's sleeping through the night?

##### Lindsay

I would say about half the nights he is, so I will take it after those first few weeks or maybe first two months. Even getting up once or twice a night isn't that bad. So we're doing good.

##### Tim

Yes. Any little bit of extra sleep you have to hang your hat on and count your blessings. Yes.

##### Lindsay

Absolutely.

##### Tim

Well, thank you for joining me today. It's going to be a great show talking about a little bit of your story, but then also talking about social media and how you guys use social media to match. And so it's a pretty interesting topic. I've had a lot of people over the years, really, ever since social media really came to pass and came to be that a lot of people get scared of it and a little worried and not even sure how to use it. So I think a lot of people stay away from it. So I'm really intrigued to hear your story and hear how you used it and then provide some tips and advice to the folks. So what led you and your husband to start the adoption process? How long ago was this and how did you jump into it?

##### Lindsay

So that's a twofold answer as far as when we started talking about it, because I can't remember not wanting to adopt. It's just something that's always been on my heart. And so when I was dating, that was one of the qualifications I had for the man that I would marry, is that he had to be open to adoption because I just knew that it was something I was going to do someday. I distinctly remember talking to my husband about it while we were dating, and he was he was super open to it. I can't say that it was something he'd probably ever thought all that much about, but he saw how important it was to me. And we decided that if we got married, it's something we would do one day. And then in November of 2021, we decided we were ready to start talking about growing our family with children and decided that maybe we weren't ready right now, but adoption can take a while and we wanted to pursue it. So let's start now because it could be three years or longer. And if it happened really fast like it very rarely does, then we would just roll with it.

##### Lindsay

So it wasn't like anything specific really led us to it other than the fact that it had just been on my heart and was something I always wanted to do. And thankfully he was really open to that.

##### Tim

Awesome. Yes. You avoided the, I guess a lot of people do run into the spouse issue of I don't know if I'm ready for adoption. I don't know if I even want to adopt. So that was very nice you didn't have to go through that.

##### Lindsay

Yes.

##### Tim

How did you to the point where you're deciding on a private, infant adoption and maybe even talk about the differences of private versus agency and how you came to adopt the way you did?

##### Lindsay

Yeah, so cost was honestly a big part of it for us. We had only been married for six or seven months when we started talking about it. We were just starting out. We were also saving to buy our first home. We were renting. So we definitely wanted to keep in mind how to adopt as affordably and economically as possible. So that eliminates a lot of agencies. There are some that definitely can be affordable, but I have about five years of social media marketing experience and I had seen other people trying to adopt on social media in the past, and I thought I should be as well equipped as anyone to try and do this. And if we could forego using an agency, it would really help us keep the cost in check. We had been recommended to a great attorney who also hooked us up with a really great social worker and they both show the utmost amount of care for everyone in an adoption situation. So some of the counseling and other resources that an agency would be able to offer us and the expectant mother weren't as much of a concern that we were missing out because we had really great professionals that have been doing this a long time and are really great at getting everyone involved what they need and making sure they're well taken care of and that the adoption is done ethically and with respect for everyone.

##### Lindsay

So the decision to not use an agency ended up actually being a fairly easy one, at least retrospectively. I know there were times during our wait that I thought, oh, maybe this would be faster with an agency. But I just kept trying with social media and eventually we did match.

##### Tim

Awesome. Yeah, I think a lot of people listening to this will be like, how did you do that? And how did you not run into a whole bunch of scams? I think that's probably the first thing that come to our mind is how did you not get so many scams? So did you get anybody that tried to scam you? And well, to start with that, did anybody try to scam you? Did you run into that at all?

##### Lindsay

We did run into people that were what I learned is called emotional scammers. And this is definitely one of the big things I learned through our adoption process, because I think most people would never comprehend that there are people out there who are trying to scam you emotionally. When you think of an adoption scam, you automatically think, oh, they're going to pretend to be pregnant or pretend like they want to place their child so that they can get money and then just ghost you and run off with it. But there are a decent number of people, or at least one really persistent person out there that wants to prey on hopeful, adoptive parents and just get their hopes up, only to then pull the rug out from under them. And it's really too bad that it has to be that way. And we did face that. But after the first one or two, we got really good at not getting our hopes up initially when someone would reach out. Ultimately, everyone that reached out to us and wasn't legitimate showed their true colors pretty quickly. They either got unreasonably mad for no reason or just went dark or weren't interested in ever talking to an attorney or there's a lot of things you can ask them to feel out how real they are.

##### Lindsay

And it is intimidating, but it's less intimidating after you deal with a few of them, because everyone I came in contact with showed their true colors, I'm going to say within two or three days. So if you can just as hard as it is, keep your emotions and check to start with, you can usually feel it out pretty quickly.

##### Tim

And do you send them off to your attorney immediately or do you try to do something to figure out if they're scamming?

##### Lindsay

I felt it out on my own, just judging how they answered our questions or if they answered our questions, and then if they seemed serious, I would say, oh, well, we have an attorney. Do you have any legal questions? We can get you in touch with them? And then how they respond to that is very telling. So our sons, Bio mom, did actually have some legal questions, and none of the scammers ever had any legal questions. So it made it really easy when she asked us some things about the birth father's rights and things that we didn't know the answer to, to say, well, we have an attorney. We could ask him or we could get you his number or we could help you find an attorney for you to use. Let's work through this and get you answers to that, because we don't know. And she was really receptive to it. She had a phone call with our attorney, and that made everything feel so much better. Whereas I'm thinking of one scammer in particular, and they all blend together in my memory. But I mentioned like, hey, we have this attorney. He's really great.

##### Lindsay

Would you want to talk to him? And just like I'm sure you might have questions about the process or just next steps. Would you want to talk to him? And she got really mad. And it was like, okay, I didn't think that was something that would upset you. So this probably isn't real.

##### Tim

Oh, wow. Okay. So then how long did it take you to when you started using social media, you had your attorney in place, how long did it take you to match with your son's birth mom? And what social media did you use to do that?

##### Lindsay

We started a Facebook and Instagram page on January first, and we officially matched in the middle of August on Facebook. We dabbled with TikTok in that time, but quickly decided I was spraying us too thin and for a lot of reasons, we just didn't want to use that. I'd say we really got consistent with posting in the spring and she reached out in early July. So if you count from when we really put our all into it until she found us, it was only a matter of a couple of months.

##### Tim

That's amazing.

##### Lindsay

Yeah, it definitely was shocking.

##### Tim

Yeah. And so you put her through your little filter of whether or not she's a scammer or not and what passed the test is after you asked her about attorneys and more adoption law stuff, like stuff that she would really want to know and not get chased away from, right?

##### Lindsay

Yeah. So she never made us wonder. I guess her reaching out to our attorney and getting her questions answered was a very good reaffirming sign. But when she first reached out to us, it was early July. We were at a family camp out with my husband's extended family, and they're such a big and close family. And we didn't want anyone. I mean, we had it. Both of us were on the Facebook pages, administrators. And so the message came up on both of our phones and we got excited, but didn't want anyone to notice. And so we were trying to find ways to sneak off and talk about it. And I was trying really hard not to get my hopes up. And he's like, I really think this one could be real. I really think this one could be real. And I just remember him saying that over and over. And just the more we talked to her, the more we got to know her real self. And she just she never really made us doubt. So there's always that hoping you never want to shut someone out until you're sure. But she never really put any doubt in us at all, which is just it was such a blessing because it's so hard to navigate.

##### Tim

And did you make a switch from I'm assuming you were connecting through Facebook and then did you make a switch to like let's talk on the phone?

##### Lindsay

She's actually fairly local. She only lives an hour away. So we did keep messaging on Facebook, but then we set up a time to meet about halfway between when she first reached out and when we matched. So we message back and forth for a few weeks and then set up a time to go and get dinner with her.

##### Tim

What was that dinner like? I'm sure that was pretty nerve-wrecking and awkward meeting.

##### Lindsay

For the first time. It was so nerve-wrecking and very awkward. Yes, she came with her sister, which helped a little bit. Her sister is so funny, so that broke some of the tension. But we met on a Sunday evening, and Clayton and I, my husband had just been on a short weekend vacation down to Kentucky with my dad and sister. And we did end up telling my dad what we were doing, but we didn't want to tell very many people because we weren't matched and we didn't know how it would go. So we didn't mention it to my sister or anybody else that was on the trip. And we were just excited for vacation to be over because we really wanted to meet her. But we met and had dinner and just tried to really everything I read always get to know her and don't talk too much about the baby because she's going through a lot and it's hard and you really want to make her feel comfortable. And so that was great advice. But she brought up the baby a lot. She knew that it was a boy. So that was really exciting.

##### Lindsay

And she was at this place where she was thinking about adoption, but she wasn't sure. So it wasn't like she was interviewing a lot of couples. She was really only talking to us and just trying to learn more about us and learn more about adoption and way out all of her options.

##### Tim

About how far along was she in her pregnancy when you guys matched or well, I guess when you met her and at that dinner, how far along was she?

##### Lindsay

So she reached out to the beginning of July. So she was four months along. I remember shortly before we matched, she was halfway.

##### Tim

Okay, so at that point, you had a long part of your match left. How did you get to the point where you actually matched? Did you have a social worker or anybody help you make that match? Or did you talk through that with her?

##### Lindsay

So we just kept the lines of communication open. And I remember thinking several times like, she decided to parent or she found someone else because she would go a week or more without really reaching out. I would try and reach out once a week, but sometimes it would go a little longer just because I felt annoying being the one to always reach out first. I remember we had a conversation and she was talking about how she felt like adoption was the right option, but she wasn't sure. And I said, well, if and when you get to that point, let me know and we'll reach out to the attorney. And if you have any more questions, he can help you answer them, whatever it is, however we can help you. But if you decide to parent, I want you to know that we support you fully. Please don't feel pressured, because it was really important to us that she did not feel pressured. And so then one day she just reached out and said, you can call the attorney. I'm sure this is what I want to do. And at one point in between, when she first reached out and when we matched, she had told us, if I choose adoption, I really want you guys, which was a huge compliment.

##### Lindsay

But it was also very emotional because it's like, well, now I really want you to choose adoption. But I'm not going to say that because I don't want you to feel pressure.

##### Tim

Yeah, did you feel like being that you were self-matching and stuff and didn't have a social worker? I mean, a lot of us I think if you go through an agency or if you have this social worker to bounce ideas off and help you talk through things and use the right language. And did you feel like you were missing something with that? Or did you feel pretty comfortable in all the research and everything you've done to have a good conversation and help her through it all?

##### Lindsay

I felt very well equipped from all of the different Facebook groups I was in and the research I had done, I had learned so much about the proper language and all of those things through that. And then I just also have always been pretty active in the pro-life movement. And so I learned a lot that way throughout my life as well, because a lot of times adoption plays a role in that. And it's something I've always been interested in and drawn to. So I've spent my whole life learning about it. But I would say someone who maybe wasn't always planning to adopt and just dove in would want to learn those things somewhere.

##### Tim

Absolutely. Yeah. You get to the point where you're having those conversations, and you want to be respectful to the expect that mom, you want to be ethical, you want to have all those things. That's what brought that question up to me is the ethics side of it. And I want to make sure you're not getting in the coercion part of, Okay, I know you want to adopt, and I want you to adopt. Let's just talk only about adoption and the point where the coercion part comes in. That's why I mentioned that, because I think somebody listening to that really does have to be careful when you're doing a self-match. That it may be a good idea to get a social worker involved just because you might want to run by some of those things. If you're not really well equipped to talk, would you agree with that?

##### Lindsay

Absolutely. And she did then after we contacted the attorney, he set that up with the social worker so that she could go through all of that and understand her rights and all of those very important things, which is another reason that I can't recommend using a very experienced attorney and just experienced adoption professionals all the way around. You learn so much every time, every case is different. And so people who have been through it hundreds of times are definitely an asset.

##### Tim

Absolutely. Well, let's get back to your story. You've met for dinner, you're still talking through social media, but not so frequently. You mentioned the week or maybe even two between conversations, and during this time where you can still put yourself out there on social media like you wanted to adopt?

##### Lindsay

Yes. Yes, we were. And I felt awkward about that. But I told her like, hey, even if you do match with us, we don't want everyone to know right away. So I'm just going to keep posting like nothing's going on. Please don't be offended by it. I just want to fly under the radar. And so then even after we matched, I kept posting as if we weren't matched just because I knew we had a lot of people in our social media audience that were very invested. And if I just went silent, they would notice. And so I was just very open with her like, hey, this isn't something we want to put out there yet, but just kept posting. And honestly, before we matched, but when we were talking to her, it was great for me because it was like if this one doesn't work out, at least I'm taking steps to actively find the next one.

##### Tim

Yeah, absolutely. That's what I was thinking when I asked that. I'm like, what if this didn't work out? Would you want to continue? So that makes a lot of sense. So when you matched, how did that go? Did she even know what a match was? Or did you just explain it like, okay, we're in this together. How did that go when you matched?

##### Lindsay

Yeah, I just explained to her several times like, we don't want you to feel pressure. If and when you decide adoption is right for you and you want to move forward with us, we can call our attorney and figure out what the next steps are, because I was like, I know she's going to need an attorney and they're going to need to talk and it's going to be whatever. But I didn't even know explicitly this is exactly how the next steps lay out. So I was just like, our attorney needs to be involved next. So when you're ready, let me know. And she was really open to it. She talked to our attorney. We got her hooked up with an attorney. And that again, was another reason I just knew she was so legitimate and very mature in her decision, because she wasn't afraid to talk to the people she needed to talk to.

##### Tim

Yeah, that's really smart. And you're right, it goes back to still having that good attorney because you got to know the adoption laws in your state, and you're adopting from the same state, which is helpful because the laws are the same and that attorney knows. You got to be careful to have the right person know the laws, so you're not messing anything up to the point where you get so far along and something happens that legally isn't correct and it jeopardizes your adoption. That's smart to have a good, really good adoption attorney that knows all that. Let's say you've matched now and she's got this period of time before the baby is born. Are you building this relationship with her, continuing to build this relationship with her? Did you talk about open adoption?

##### Lindsay

Yeah, and it was just something that evolved as we went. And we told her and we had been making posts about the different kinds of adoption. And part of my strategy on social media was to educate our audience on adoption because that gets them more engaged, which helps your content to travel farther. And so I think she probably learned a lot from the posts I had already been making about what open adoption means and all those things. But we talked to her about that have you thought about what adoption you want? Do you want to be involved? And she wasn't sure. And so she never really gave us a lot. And it's still evolving even today. But she did want to have some level of openness, not completely closed. So we were really thankful for that, because we wanted to keep in touch with her and we wanted our son to be able to know her. So, yeah, we just kept getting to know her. And she actually has other children and was very early with the last one that she had like seven weeks early. So we kept thinking she would be late October, early November, and she didn't end up giving birth until late November, which was really good for the health of our son and everything.

##### Lindsay

But it was like a waiting game where we were on our toes and she was on her toes, just waiting, thinking it was going to happen sooner than it did.

##### Tim

That's awesome. And then when did you get that call? Like, hey, I'm going to the hospital, or did you get that call? How did you find out?

##### Lindsay

Yeah, it was a Tuesday morning, and I was getting ready for work. I was about to leave in about five minutes. And I got a call from a number, because we had only been messaging on Facebook up until this point, but we gave her our phone numbers, because since we were waiting and thinking it could happen any day, I was waking up in the middle of the night to check Facebook Messenger to make sure I didn't miss anything. I just couldn't sleep. And so I said, if for some reason you try and get hold of us and can't, here's our phone number, call any time, whatever. And so I got a call from a number I didn't have saved, and it had the town that she was from, and it hung up right away before I could answer it. And then I was like, oh, my gosh, that's where she lives. But I get a lot of spam calls, I don't know what to do. And thankfully she texted me right away from that same number that she was going to the hospital, and that she would let us know when we should come. So we spent all day waiting, and eventually went around separate time.

##### Tim

Wow. And when you got there, I'm assuming the baby was already born at that point?

##### Lindsay

No. So she was laboring and she invited me to be in the room, which was so her, and it was such an experience. But then unfortunately, his heart rate kept dropping and they had to take her back for an emergency C-section and I couldn't be in there. But then they said it would be two hours. So I went back to the waiting room where my husband was and was like, well, it's going to be two hours, get comfortable. But then a half hour later, they came back and said that it was done.

##### Tim

Wow. And did she want some time alone with the baby right away, or were you able to go in right away?

##### Lindsay

We went in. She actually had to be put under anesthesia. So she was asleep, but she told them that we could meet him and all that, because it would be a little while till she woke up. So we got some time alone with him, which was such a gift. It's just incredible how selfless birth mothers are. They're not already giving you enough. They just keep giving. But she didn't necessarily even want time alone with him. We had a room at the hospital and it was just down the hall from her. So we brought him down several times. We told her if you want to leave, just say the word. But she just wanted to spend time with all of us. And it was really nice. It was really special.

##### Tim

Was that a difficult time there when you had such joy that this baby is born, but then hurting for her? Yes.

##### Lindsay

It was that there's nothing like it. It's so hard to explain that level of bittersweet. She's so tough and strong and selfless that I don't think she really let us see how much it hurt her. So all of our time with her was joyfulful. She was happy and confident in her decision. Her other children got to be there and meet him the next day. So that was really special. I got pictures of all of them holding him, which I'm sure he'll really cherish someday. We were only there for a little over 24 hours and we actually got discharged late the night after he was born and she had to stay until the next morning. And so that was just like a whole other level of hard because it was actually we got out Wednesday night and Thursday was Thanksgiving. So she got out on Thanksgiving Day. But it was like we got to be home for all of Thanksgiving and had to leave her there at the hospital. She did have her daughter with her, so she wasn't completely alone. But it was just so hard because you see this person that is making a decision that is so selfless and ultimately is such a gift to you.

##### Lindsay

And it's just like you want to love them so much. We do, and we still find ways to show her we love her. But that was definitely a hard moment for me.

##### Tim

Yeah, that's heart-wrenching.

##### Lindsay

No question.

##### Tim

Yeah. See, you bring the baby home, and did you still have contact or how much contact did you have to with her? I know your son's only four months old, but shortly after the hospital stay and the placement, I mean, how much... I mean, she had a certain period of time before she had to sign her parental rights away.

##### Lindsay

Yeah.

##### Tim

How much time was that? And did that it.

##### Lindsay

Go ahead. It ended up being a week, so because it was over Thanksgiving, it got complicated because the courts were closed. And in Ohio it has to be at least 72 hours after birth. And so our attorneys, because they're so good and experienced, fed up ahead of time, knowing that it could happen over Thanksgiving. A power of attorney, which gave us the ability to take him home and be his caregivers until she signed her rights away. So we had court the Tuesday after he was born, so a week later. And we texted her in that time, sent pictures, all that stuff. And in the meantime, since all of that, we've kept in touch. Like I said, Jolie lives an hour away, so we see her probably about once a month. We had him baptized in January, and she came to that and to the lunch we had afterwards. And we're so thankful and so blessed by her willingness to be part of his life. So far, so good. It's been really great keeping in touch with her and seeing her regularly.

##### Tim

That's awesome. Yeah. Now you get to work on the relationship building with her and keeping in touch and yeah, and working on the openness and the open adaption. How much contact and when and all that stuff. So yeah, you get some good relationship building to do over the next several years and the rest of his life, really.

##### Lindsay

Yeah, yeah. But she makes it easy. She's such a fun and interesting person to get to know and easy to get along with. So I know it doesn't turn out like that in every adoption, but we're just so thankful that for ours it did.

##### Tim

Yeah, absolutely. Let's talk a little bit about the social media aspect again. I know we've been mixing in that in here and there, but let's get a little more on the side of helping people that are listening to this and wrap their brains around social media and adoption. You've started helping people with what you call the Helpful HAP, H-A-P, which is Helpful Adoptive Parents. You're just trying to help them like I am, really take the stress out of their adoption journey with tips and resources and helping them specifically grow their family through private adoption because that's what you've done. And you're on Instagram and you've got a blog and you even have things on Etsy. So let's talk a little bit about that. How do you help people, first of all, that were hoping to adopt privately using social media?

##### Lindsay

So I started out offering coaching and I shifted a little bit to offering content planners because I discovered that that's really what people need the most help with. I give a lot of tips on my Instagram just about planning your goals for social media and how to achieve them. And one of the biggest things that people can do is create a page specifically for their adoption. There's a lot of reasons that you don't just want to use your personal profile. And one of them is that you really need to post very consistently. I recommend every day and if not every day, then as many days a week as you can commit to and follow through on. And so part of my offering is content planners that give people ideas of what to post every day. So I make one for every month. I just released the April one, so people can get those on Etsy. But ultimately it's just community building truly what I'm doing. I'm getting to know so many people and hearing so many stories. And I a lot of times learn how I can help by just listening to what kinds of things they're asking and wandering about, because I grew up in a time when social media was really becoming prevalent and have learned a lot about it through doing marketing on social media for work.

##### Lindsay

And so I think it's very easy for me to not realize that something doesn't make sense to someone or they don't know about certain features or best practices. So really just answering questions, fostering that community and then giving them ideas and helping them learn from what worked for us.

##### Tim

I wonder what were a couple of things? I mean, you have to tell everything that's on a monthly schedule of planning social media posts. But can you give us a couple of ideas? What would you recommend on a particular day that somebody posts about?

##### Lindsay

Yeah, it's anything from what you're making to dinner that night to show what... There's a lot of posts about showing what life with your family would be like, because expected moms want to see that when they come across your page. There's a lot of things about educating your audience about adoption because that helps people like your random friends from high school or people that you go to church with or whatever, people are just curious by nature. So providing that education piece gets people more engaged and people who are more engaged are more likely to react and share your content, which helps your content go farther and get your page in front of more people, which is how you find an expectant mom. So it's really a wide mix. It's suggesting that you post about part of the adoption process and just educate people on it, that you show what a day in your life looks like, that you're strategically asking for shares on your post. You don't want to ask for that every single post because people will get burn out. And so it's just outlining the strategy that I used and that worked for us.

##### Lindsay

And it's a wide mix of everything. And it can be really hard to come up with something every day. When I tell people I would post every day, they're like, how did you come up with ideas? And honestly, it's just something that comes naturally to me. So I'm really grateful that I get the opportunity to share that with other people.

##### Tim

And do you recommend they only post in one or two social media platforms like social media or for like Facebook and Instagram?

##### Lindsay

Yes and no. So I think it really depends on the person. For me, it was easy to tackle too, but it's also a slippery slope and you can get yourself spread too thin very quickly. So I know it's arbitrary, but I would recommend doing as much as you can confidently and competently commit to. But Facebook and Instagram are definitely the big two. Everything I've read says that Facebook is probably the more predominant one that people are having success with. And it's where we had success. But I also read a lot about social media in general, and I think that Instagram is still really growing and maybe even outpacing Facebook. So I find a lot of value in those two specifically. But if someone maybe hasn't really ever used Instagram and they're just familiar with Facebook, then instead of spending a lot of time learning Instagram, I would suggest using that time to pour into the quality of your Facebook content instead.

##### Tim

Yeah. And your planner is like you literally give them like a month, like April is coming up and you every day you'd spell out exactly what to post or what to consider posting, right?

##### Lindsay

Yeah. So it would be a prompt like share something that made you laugh this week. And so you could take that a lot of different ways. You could record a video of yourself talking about it. You could make a little graphic online and post that. You could post a picture of you with a caption about what made you laugh. There's a lot of ways for people to be creative with it, but it's just that springboard that gives them the starting point.

##### Tim

Okay. Do you get people coming to you and asking, okay, I get the idea of what you want me to post, but how do I actually do that that's engaging? Like do I do a video? Do I like all those things that you're talking about? Or do you just or people are just creative on their own? I don't know if how creative I would be.

##### Lindsay

Yeah. No, I think I've seen a lot of people be creative on their own. That's not really a question I get a lot, but I do think that it's something I address in my Instagram. And the people that are buying my planners are really engaged in my Instagram. So they're already getting those answers without having to ask the question a lot of times.

##### Tim

Got you. Yeah, I mean, your Instagram page is awesome. You've got everything really well laid out, like where to get your blog, your resources, your products, what to do during the wait, your own story and then social media tips. So everything is pretty easy to digest right there on your Instagram page. And it's Instagram. Com/thehelpfulhap, H-A-P. So I'll put a link to the show notes in the show notes for that, so you know exactly where to find Lindsay on all social media. But I'm just really intrigued on how you did this. And you didn't do any of this with any paid advertising, right? Nothing you did was paid, is that correct?

##### Lindsay

Correct. Yeah, I've worked with paid ads in different marketing positions I've had. And it's a slippery slope. You can spend a lot of money with very little result if you don't know what you're doing. And I just didn't feel it was necessary. We built a really strong, engaged audience on our platforms and it ended up working for us. So not to say that it's not right for everyone or for some people to try paid ads, but it wasn't right for us. And it's definitely possible without them.

##### Tim

And your son's birth mom found you through Facebook. Did you have ad you ask her like, was it somebody in her world that ended up sharing it with her? Or how did she stumble across your Facebook post?

##### Lindsay

Yeah, I don't know exactly the chain that got us there, like as far as who shares. But I do know that someone she's friends with shared it, and probably one of their friends shared it, and one of their friends might be one of my friends or however that works. But somebody in her feed shared it, and she was facing this unplanned pregnancy and had considered adoption, and the rest is history.

##### Tim

Yeah, that's the beauty of social media actually right there. You're right. Those connections go so far so fast. I can see why you're saying post often helps because it does prompt people to share, and it's not easy to do. It would probably set yourself apart from most people that are adopting because they're not going to take the time to post every day because they don't know what to post every day. That's where your social media help comes in. Those planners are huge because it just takes the guessing out of it. You know what to do. I love that. That's pretty needed in today's world. I think even outside of a private adoption. Let's just say, I don't know, if somebody's listening to this like, I don't know, I don't want to take all the risk in having this private adoption. But I am going through this agency, and I know the adoption laws are okay for me to post. I would highly recommend making sure your attorney and your agency says it's okay to post through social media like this. But say they wanted to do that with an agency. I think you could still do that.

##### Tim

Your post could lead somebody to, if they contact you, go right to your agency and say, Okay, great. I'm glad you're reaching out to me. Here's the agency that we're working with. Would you consider contacting them with us? Is that how you would do that if you were working with an adoption professional like that?

##### Lindsay

Yes, absolutely. I think even I've heard of several agencies that encourage their hopeful adoptive couples to work on the self matching on Facebook or Instagram in addition to what the agency is doing for them, just because of how great of a resource social media is. And there's so much out there about how social media can be a bad thing and it can be addictive and whatever. But it really is such a powerful tool, when used correctly, that agencies are even recommending that exactly as you said. You can do something every day or every few days to put yourself out there. It's just an extra way that you can put yourself out there. And people that you are friends with on your Facebook, for example, you might have went to high school with them or played a sport with them or whatever it is, they get more excited than you might expect and they want to help because adoption is such a beautiful thing, so many people want to help. So if you make a post and they see it on their page, then they want to share it. And then that opens it up to a whole new community of people that are seeing it.

##### Lindsay

And so, like you said, it can spread really fast. And it's just a great way to increase the exposure you're already getting from your agency. And it's something small you can do every day that it gave me a lot of pride and I guess, satisfaction that I was taking a small step every day. Everything I put out there was hopefully getting us one step closer to adopting.

##### Tim

Absolutely. Did you use any video? Like with audio? I know Instagram is easy to use little clips of video, but that are muted with text. But do you use any video like you actually saying something in a video that you would post on Facebook or Instagram?

##### Lindsay

We did, I think just once. And if I could do it again, I would do more of that because video is really growing on social media. All of the industry newsletters I get on social media talk about that. But we did it when we launched our we did a puzzle fundraiser. So when we introduced that to our audience and just asked them to support us in that way, we used video and it performed well. The content went really far and people reacted to it. So I always recommend people use video.

##### Tim

Yeah, awesome. I recommend that too. I mean, profile videos made us connect with all of our kids as birth parents. I mean, we made 2-3 minute videos, not probably 20-second clip, but you can absolutely do that. And it may be even easier than making a whole 2-3 minute profile video. And you can do a 20-second like, Hey, there, this is us cooking. This is our favorite dish we love to cook. And it's just you in the kitchen making your favorite dish for about 20 seconds. I can see that. It's an easy thing to do. And the thought, like you said before, is always with the thinking of, How am I going to show what life is like in our family? Because that's really what expected moms were looking for.

##### Tim

I think video is huge. Anybody that needs help with video, I mean, I think you can go right to Lindsay. We have a product called Adoption Profile Video, Made Easy that will help you figure out what to put in videos as well. Video is definitely a way to go, and it has been for a while, even more than ever. Now that you're holding a video camera in your hand with all the phones that we've got these days. Why are we wrapping up? But before we wrap up, I just want to ask you just a couple of things about maybe some lessons, important lessons that you would hope to pass on to families who are hoping to adopt through social media.

##### Lindsay

Yeah, so one is definitely that if you feel some calling to adopt or some pressure, I don't want to say pressure, some calling to adopt or reason to adopt, definitely pursue it. I know I had a lot of moments of doubt, even though this is something I feel like the Lord put on my heart from a very young age. It's way easier to see that in retrospect. There were so many moments when we were going through our weight and everything where I was like, is this right? Are we doing like, is this what we're supposed to be doing? And I'd say that if that thought is there, it's there for a reason. So never hesitate to follow that. And then more specific to social media, an important lesson that we learned was there are a lot of people out there with a very negative view of adoption and social media gives them a magnified voice. And while their experiences and their opinions are very valid, a lot of times they can be hateful or nasty in coming across hopeful adoptive profiles. And so that did happen to us on a few occasions where people would attack us for wanting to adopt.

##### Lindsay

And it's past experiences and trauma that they've lived through that made them feel that way. And so it is okay to take that with a grain of salt. And even if you have to block people that aren't willing to have a reasonable, level headed conversation with you, it's okay. At first it really didn't feel like it. It felt mean or like I was silencing someone. But that was huge when I experienced that and learned that it's to listen to them and meet them where they are. But there is a level of it's not worth having this conversation anymore because it's more detrimental than productive. So that's a huge lesson I took away from it as well. Absolutely.

##### Tim

Well, it's one thing you wish you knew before you started the adoption journey?

##### Lindsay

I think it's that. It's just that I always of adoption as a good thing, and I was naive to think that everyone felt that way. So it was really interesting to learn about people that aren't as positive about it and just hear where they're coming from.

##### Tim

Yeah, and that's a hard one to take in. You're right. You realize how much negativity is out there. It's hard to wrap your brain around when we view adoption is such a beautiful thing, and it is. Well, how can folks, we talked a little about how they can connect with you. Where would you recommend sending them to just get in touch with you? You can help people out and show people how you can help them.

##### Lindsay

Yeah, obviously go to my Instagram. It's @thehelpfulhap, H-A-P. I check it several times a day. I try and interact with people as often as I can on there. And it's linked to my blog and my Etsy shop as well. I hope to maybe start a Facebook page for the help will have some time, but I need to make sure that I'm not spreading myself too thin as a new mom and someone who's trying to really get good value out of everything I'm trying to do. But Instagram is probably the best place to find me.

##### Tim

Yeah, and easy way to communicate too through.

##### Lindsay

Message on Instagram.

##### Tim

Absolutely. Awesome. Well, thank you so much for coming on, sharing your stories, sharing your unique perspective with adopting through social media and connecting in that private adoption way and having the attorney and all that. That's just an amazing story. And like you said, it may not be fair, it isn't for everyone. But there are several different ways that this shows there are several different ways to adopt different ways to go about these things. You absolutely can do it this way. I'm so glad you're helping people figure out how to do that if it's really something that they want to do. I'm sure you can reach out to Lindsay if you're listening to this, and you could reach out to Lindsay and go, here are my concerns still that I don't know about. And I'm sure you'd be willing to help work them through those things and figure out if it is right for them. And that would be through the Instagram page, right? That would be the best way to connect with you.

##### Lindsay

Okay, yeah, through Instagram is the best way I love when people reach out to me and ask questions or share what they're facing.

##### Tim

Awesome. Yes, I can totally see that. I appreciate you doing that. Thank you for coming on and sharing your story. You did a great job.

##### Lindsay

Thanks so much for having me.

##### Tim

All right, great interview with Lindsay. I love to hear just a different way to adopt, a different way. And it might scare you to think about, “I don't want to get into the social media thing and having to deal with all that.” But there are various levels of using social media. I hope you caught that in the interview. There are various ways to use social media. It doesn't always have to be just like Lindsay and her husband did, which is finding and matching and connecting with that expect that mom through Facebook. I hope you go and check out all of her stuff, the Helpful HAP, H-A-P. She's on Etsy. She's on Instagram, she has her own blog. But the best place to connect with her is on Instagram at the Helpful HAP. I hope that I really helped you and inspired you to go check out different ways and different things to do on your adoption journey.

##### Tim

I want to do one more thing to see if I can help you on your journey, and that's help you find the right adoption agency. I got a free resource for you. It's called **How to Find the Right Adoption Agency in just four steps**. It's a free resource, free guide, walks you through how to find the right agencies, evaluate them, and then choose the right one. Go to [FindMyAdoptionAgency.com](https://findmyadoptionagency.com). You'll see how to get the free guide, and you'll see the course. If you really want to dive in deeper, if the guide is not enough for you, you really want more help, more information, a lot more resources and guides, really walking you through step by step on how to get that right agency, we got the online course there for you too, [FindMyAdoptionAgency.com](https://findmyadoptionagency.com). Thank you so much for joining me today. You're in my prayers as you go on the journey to build your family through infant adoption. God bless. We'll talk to you next time.