

Loving Support[®] Social Media Toolkit – World Breastfeeding Week 2016

Promote the Loving Support[®] Campaign and WIC breastfeeding promotion and support during World Breastfeeding Week (August 1 – 7) with this set of social media graphics and messages.

1. Download the images (right click on images) from <https://lovingsupport.fns.usda.gov/content/world-breastfeeding-week-social-media-toolkit> (see the list below).
2. Save them to your computer.
3. Upload them to your personal or WIC agency social media accounts.
4. Use the sample social media messages and hash tags we have provided.
5. Include the link to Loving Support[®] <https://lovingsupport.fns.usda.gov/> in your messages and posts.
6. Encourage WIC colleagues and partner organizations to do the same.

Available Social Media Graphics

Facebook Cover Photos

Graphics for the top photo of your Facebook Profile Page.



Facebook Post

Graphic for posting to your Facebook Timeline.



Twitter Headers

Graphics for the top photo of your Twitter Profile Page.



Twitter Posts

Graphics for posting to your Twitter Feed.



<p>Instagram Post</p> <p>Graphic for posting to your Instagram Account.</p>	 <p>The graphic features a teal background with white floral patterns. A central white circle contains the text 'loving support.' at the top, 'READY, SET, BREASTFEED!' in large pink letters in the middle, and 'lovingsupport.fns.usda.gov #WBW2016' at the bottom.</p>
<p>Twibbon</p> <p>Enhance your Twitter or Facebook Profile Picture by supporting the Loving Support[®] Makes Breastfeeding Work Twibbon Campaign at http://twibbon.com/Support/wiclovingsupport.</p>	 <p>Two teal ribbon-style graphics. The top one says 'Loving Support' and the bottom one says 'Makes Breastfeeding Work'.</p>
<p>E-card</p> <p>Send this E-card via email to support the Loving Support[®] Makes Breastfeeding Campaign and World Breastfeeding Week.</p>	 <p>The e-card shows a family (mother, father, and child) sitting on a couch. Below the photo is a teal and white striped border, followed by the text 'Happy World Breastfeeding Week!', the website 'lovingsupport.fns.usda.gov', and the 'loving support.' logo.</p>
<p>Email Tagline Graphic</p> <p>Graphic for adding to your e-mail signature.</p>	 <p>A smaller version of the 'READY, SET, BREASTFEED!' graphic, identical to the Instagram post graphic.</p>

Social Media Posts and Hashtags

Use these messages on Twitter, Facebook, etc. or in other social media communications. Add these hashtags **(in bold)** to help spread the word and make your posts searchable.

- The WIC Program can help you reach your breastfeeding goals, with a little loving support!
<https://lovingupport.fns.usda.gov/> **#WICLovingSupport**
- World Breastfeeding Week is August 1-7. How do you provide **#WICLovingSupport**? Visit <https://lovingupport.fns.usda.gov/> for tips. **#WBW2016**
- Give a breastfeeding mom your loving support. <https://lovingupport.fns.usda.gov/> **#WBW2016 #WICLovingSupport**
- The Loving Support Makes Breastfeeding Work Campaign is part of the strong, ongoing commitment to promote breastfeeding to WIC participants and their families. **#WBW2016 #WICLovingSupport**
- Partner with **#WICLovingSupport** for breastfeeding success **#communitypartners**
- Ready, Set, Breastfeed! **#WBW2016 #WICLovingSupport**
- Busy moms can breastfeed too! **#WBW2016 #WICLovingSupport**
- You have everything your baby needs **#WBW2016 #WICLovingSupport**
- Do you know the health benefits of **#breastfeeding**, both for **#mom** and **#baby**?
<https://lovingupport.fns.usda.gov/>
- Busy moms! You can **#breastfeed**. Visit <https://lovingupport.fns.usda.gov/> for more information.
- Fathers, grandmothers and more provide mom with the care and support she needs to **#breastfeed**.
#WICLovingSupport <https://lovingupport.fns.usda.gov/>
- Many new mothers worry about breastfeeding around others, even around people they know. With a little planning and practice, they soon find they can **#breastfeed** anytime, anywhere. And you will too.
#confidence #WBW2016 <https://lovingupport.fns.usda.gov/>