

To: Global Breastfeeding Collective, UNICEF, WHO
From: BerlinRosen
Re: Social Media Toolkit for World Breastfeeding Week and the GBC Launch
Date: July 28, 2017

Social media is a critical way to spread awareness of the Global Breastfeeding Collective and communicate the benefits of breastfeeding to a worldwide audience. The below sample social media posts can be adapted and used throughout World Breastfeeding Week by partner organizations to spread these messages to their networks. We recommend posting at least once per day on the various platforms while utilizing relevant hashtags (such as #Breastfeeding, #WBW2017 and #ForEveryChild) to maximize visibility throughout the online community.

SAMPLE FACEBOOK POSTS

1. COPY:

Because we want children everywhere to have the best opportunity to thrive, 20 prominent international agencies and NGOs have come together to call for smart investments in breastfeeding. The Global Breastfeeding Collective envisions a world in which mothers and families everywhere are supported and empowered to breastfeed.

GRAPHIC:



2. COPY:

A new report from the Global Breastfeeding Collective shows that countries are losing billions of dollars a year to avoidable health care costs and loss of productivity. The solution? By investing in breastfeeding programs and policies, nations around the world can improve their health and economic outcomes.

GRAPHIC:



3. COPY:

The hard truth: no country meets recommended standards for breastfeeding. That means millions of mothers who want to breastfeed don't have the support they need, and in China, India, Nigeria, Mexico, and Indonesia alone the lack of investment is estimated to claim the lives of 236,000 children each year and lead to losses of \$119 billion annually. We need to do better—and we can.

GRAPHIC:



4. COPY:

The benefits of breastfeeding add up! From acting as a baby's first vaccine to promoting cognitive development and higher educational achievement to preventing leading causes of child mortality such as diarrhea and pneumonia, breastfeeding helps all of us. So it's on all of us to make sure women who want to breastfeed are supported to do so.

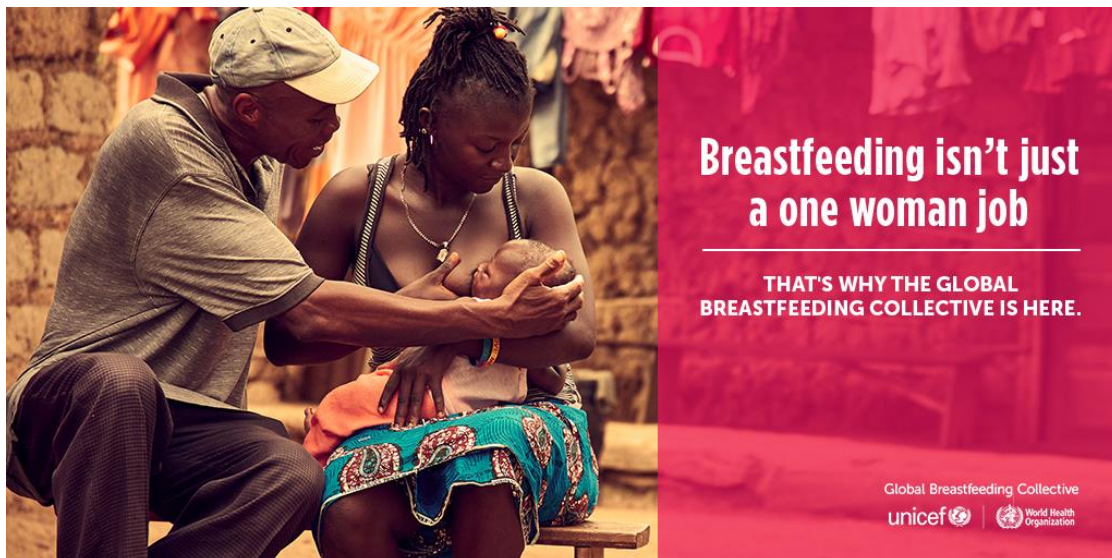
GRAPHIC:



SAMPLE TWITTER POSTS

1. COPY:
The Global Breastfeeding Collective advocates for all mothers to be empowered & supported to breastfeed so all children can thrive #WBW2017

GRAPHIC:



2. COPY:
Breastfeeding is life-saving & cost-effective. Smart investments can help nations improve health & economic outcomes #WBW2017 #foreverychild

GRAPHIC:



3. COPY:
No country is doing enough to support breastfeeding. We need to do better—and we can #WBW2017 #foreverychild

GRAPHIC:



4. COPY:
#Breastfeeding saves hundreds of thousands of lives by preventing disease & promotes cognitive development #WBW2017 #foreverychild

GRAPHIC:



SAMPLE INSTAGRAM POSTS

1. COPY:

All children should have the opportunity to thrive. That's why 20 prominent international agencies and NGOs have come together to form the Global Breastfeeding Collective and advocate for smart investments in breastfeeding. We envision a world in which mothers and families are empowered and supported to breastfeed #WBW2017 #foreverchild

GRAPHIC:



2. COPY:

Breastfeeding acts as a baby's first vaccine, prevents serious illnesses, and promotes cognitive development and productivity later in life. Breastfeeding benefits all of us – and by investing in

breastfeeding, we can save hundreds of thousands of lives and billions of dollars #WBW2017
#foreverychild

GRAPHIC:

