SOCIAL MEDIA AND THE PREGNANT AND BREASTFEEDING WOMAN
With Laurel Wilson, IBCLC, BSc, CLE, CCCE, CLD, CPPI

OBJECTIVES

Identify at least three ways moms are using social media during their pregnancy, labor, and early parenting.

Identify two positive and negative impacts of social media on pregnant and breastfeeding women.

List two ways to interact with new mothers on social without compromising privacy.

WHAT IS SOCIAL MEDIA TODAY?

THE MILLENNIAL MOTHER HABITS AND BEHAVIORS

SURVEY OF USE OF SOCIAL MEDIA BY PREGNANT WOMEN

GENERATION Y / MILLENNIALS

WHO DOES SHE TRUST?

HOW DO TODAY’S MOMS LIKE TO COMMUNICATE?
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SHE IS “SOCIALLY” POWERFUL AND CONNECTED

TYPES OF MILLENNIAL DIGITAL MEDIA USERS

GO SOCIAL MOMMA, GO!

BUMP SELFIE

BRELFIES

TEXTING DURING LABOR

BE AUTHENTIC

FORMULA COMPANIES AND SOCIAL MEDIA

BREAKING THE CODE

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FORMULA APPS

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NESTLE AND SOCIAL MEDIA

THE SISTERHOOD OF THE MOTHERHOOD

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FORMULA SPONSORED PARENTING BLOGS

FINANCIAL REALITY

NOT JUST FORMULA COMPANIES – HUMAN MILK PRODUCT COMPANIES

FORMAL MILK SHARING

VIOLATION OF THE CODE

WHO IS USING IT WELL!
SOCIAL MEDIA AND PERINATAL PROFESSIONALS AT THEIR BEST

MESSAGING AND MARKETING WITH SOCIAL HOW YOU CAN USE SM IN A POSITIVE WAY

WHY TO USE

HOW TO USE

APPS FOR MOMS TO BE

APPS FOR NEW MOMS

APPS FOR PROFESSIONALS

NEW IDEAS FOR SOCIAL MEDIA

30-60-90 RULE

4 P’S OF SOCIAL MEDIA
   Product - Brand
   Pricing – Objectives
   Placement – Platform
   Promotion - Messaging

SHE DOESN’T WANT TO BE MARKETED TO

USE SOCIAL MEDIA TO LEARN ABOUT SOCIAL MEDIA!

SHAREABLE CONTENT

MAKE YOUR OWN SHAREABLE CONTENT

TIPS FOR FACEBOOK

TIPS FOR PINTEREST
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TIPS FOR INSTAGRAM

TEXTING AS SOCIAL MEDIA

WHAT MOMS SAY ABOUT TEXTING PROGRAM AT WIC

BE CAREFUL – HIPAA AND SOCIAL MEDIA

HIPAA RULES

RESPECT YOUR COMMUNITY

RESPECT YOUR CLIENTS

SHOULD THESE HAVE BEEN POSTED?

SOCIAL MEDIA CLAUSES

GET STARTED!

Post something about this conference on your favorite social media site!

Questions?
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