**Title of Activity: The Impact of Social Media on Mothers During Pregnancy and Lactation by Laurel Wilson, IBCLC, BSc, CLE, CCCE, CLD**

**Identified Gap(s):** Social media has proven to be the main way Millennial parents communicate and get healthcare information and yet privacy practices and guidelines for healthcare use of social media is lagging.

**Description of current state:** Many healthcare providers wish to utilize social media to engage, education, inform and interact with their patients and patients to be. However, due to a lack of distinct guideline and misunderstanding about privacy practices with social media, many healthcare providers are unknowingly sharing personal and private healthcare information.

**Description of desired/achievable state:** Attendees will be able to use social media in a way that engages their clientele without compromising privacy.

**Gap to be addressed by this activity (select one): X** Knowledge  Skill  Practice  Other

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

Power Point, Lecture, Video

Outline:

1. What is Social Media Today
   1. Popular Platforms
   2. 4 P’s of Social Marketing – Product, Price, Place, Promotion
2. The Millennial Mother Habits and Behaviors
   1. Who is using SM
   2. How are they using SM
3. Babies on SM
   1. How SM Influences Choices
   2. SM and Birth
   3. Advice and Peer to Peer Sharing
   4. Support Systems
   5. Interest and Activist Forums
   6. Rating care and care providers

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

Power Point, Lecture, Video

Outline:

1. Messaging and Marketing with Social Media
   1. Taking time to engage
   2. How to join conversation
   3. Sharing evidence and current information
   4. Connecting with audience
2. Formula Companies and Social Media
   1. Sneaky information gathering techniques
   2. 50 Billion$ Market and Growth Strategies
   3. Marketing to mothers
3. APPS
4. Violation of Code

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

Power Point, Lecture, Video

Outline:

1. Breastfeeding and Pregnancy Orgs/Movement and Social Media
   1. Peer to peer milk sharing orgs
   2. Positive and private use of healthcare promotion
2. HCP Ethics Regarding Social Media
   1. Never share personal or private information
   2. What is private information?
   3. Sample organization policies on social media
3. How to Use Social Media Without Compromising Privacy

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