

## Table Topic – Social Networking Handouts

Article: Abrahams, Sheryl W., *Milk and Social Media: Online Communities and the International Code of Marketing of Breast-milk Substitutes*, *Journal of Human Lactation*, 28(3) 400-406

### Tips to using Social Media (Facebook) Effectively

1. Create a page! When starting Facebook use the “Causes and Community” selection, this gives you access to resources for causes. Creating a page allows you to post and share videos, surveys, apps, and be interactive with users.
2. Share what you do, share stories – get people emotionally invested. Be original in your approach, re-invent the wheel!
3. Dedicate time and be active in posting. Effective pages are updated almost daily! Be sure your content is meaningful to your readers. Ask questions, take polls, ask for advice from other users...get them involved.
4. Respond to posts. Let the user know you are interested in what they have to say as well.
5. “Like” and post on like-minded organizations. This shows support and others will find you through their pages.

### Successful Facebooks pages related to Breastfeeding:

- KellyMom – 66,000+ likes
- Motherlove Herbal Company – 25,000+
- Best for Babes – 23,000+
- Avent – 94,000+
- Medela – 47,000+

\*Of all the formula companies, Gerber has the most likes with over 4 million.