

## **Using Social Media to promote your Coalition**

### **How did the coalition get on Facebook?**

- Create an organization 'page' where people can 'like' your coalition
- A Facebook page includes the following:
  - Wall: people can write comments/questions/support; coalition can post statistics, news articles, and/or photos
  - Info: lists information about the coalition (when it began, meeting dates/times, mission, etc)
  - Photos: can put the poster on the website; photos from events the coalition has attended; fair photos
  - Links: post links to websites that support and encourage breastfeeding
  - Discussions: A discussion can be started about benefits, support, common concerns, etc. for others to interact with the coalition.
  - Events: The coalition can post upcoming events about breastfeeding and/or support groups and organizations for breastfeeding Moms.

### **What are the benefits?**

- Gets our name out there and supports breastfeeding!
- It's free – no membership dues
- People can see when the meeting dates are and attend
- When a person 'likes' the coalition, it is posted on that person's 'news feed' so all of their friends see that they liked the coalition. This could lead to others liking it as well.
- Makes breastfeeding information and statistics available to a specific population (younger generations that are fueled by social networking).

### **How would it be monitored and updated?**

- One or two people would have access through username and password to update information and answer questions that may be posted on the 'wall'.
- Person would remove any negative comments generated on the 'wall'. (Hopefully there won't be any negativity, but you never know!)
- It takes approximately 30 minutes per week to maintain: monitoring daily, adding articles, viewing weekly reports, etc.

### **Lessons Learned**

- Get the word out there right away! Invite as many people as you can to like the coalition in order to get the information out to more people.

### **The following have pages on Facebook representing their coalition:**

- Nebraska, California, Alaska, Oregon, Florida, Maine, Indiana, New York, Colorado
- Several counties throughout the US have their own pages (separate from state).