

HOW TO GUIDE: SOCIAL MEDIA

MARCH FOR MOMS helps to align and coordinate the efforts of families, healthcare providers, policymakers and other partners who are acting to achieve the best possible health and well-being of all mothers.

1 Create a Unique Message

Capturing attention on feeds and timelines can be challenging, as everyone is vying for visibility. It's essential for your post to be memorable and engaging, enticing readers to follow you beyond the "For You" page.



2 Ask the Right Questions

When creating a post, make sure you're asking yourself: why are you creating the post? What do you hope to achieve? What are you requesting of the reader? In simple terms, find and define your "why."



3 Answer The Right Questions

Make sure your reader has the ability to not only receive valuable information, but also understand **what they can do next** to provide support and change outcomes.



4 Simplify the Message

Social media is fast-paced. A reader should know the theme of your message at first glance. It's important that the post catches their attention and makes its point quickly. Consider sharing your draft with a friend for feedback.



5 Modify Based on the Platform

Not every platform is created equally. It's important that you edit messaging and images based on the platform used. Research often to see what works for each platform, as it is continuously changing. Again, ask friends for feedback on what would catch their eye!

