



MARCH FOR MOMS



**HOW TO GUIDE:
SOCIAL MEDIA**



ABOUT US

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.

We are a non-partisan, solution-oriented, multi-stakeholder institution. We share like-minded urgency to improve the wellbeing of mothers in the US. We have convened national stakeholders together to speak with a common voice, urging policymakers and other American leaders to help ensure mothers get the support and care they deserve.



<https://marchformoms.org/>



How to Guide: Social Media

1. Use tools to leverage your voice:



**STEP #1:
SIMPLIFY YOUR
MESSAGE**

Feeds and timelines are the hardest place to get attention!

Why? Because everyone is fighting for attention.

So to get attention, your message needs to be unique and memorable!

**Want to know how to do it?
We can help you!**

1. Use tools to leverage your voice:



STEP #1: SIMPLIFY YOUR MESSAGE

How?

A) Motivation

- Why are you sharing this?

B) Goal

- What are you planning to achieve?

C) Call to Action

- What is your request for those following you?



Tip: you can use the steps from “Find & define your reason why” to help you create your content for social channels.



How to Guide: Social Media

1. Use tools to leverage your voice:



STEP #1:
SIMPLIFY YOUR
MESSAGE

Example:

I am a mother. My baby is a year old and I was very close to not watching him grow up. I was lucky to have survived my birth experience, but we should not count on luck.

Over **60% of maternal deaths are considered preventable.** I need your help to share this message and make our voices heard! @tag_Influencers @tag_NGOs @tagLegislators @tagYourFriends @tagLeadersOfYourCommunity #UseHashtags



How to Guide: Social Media

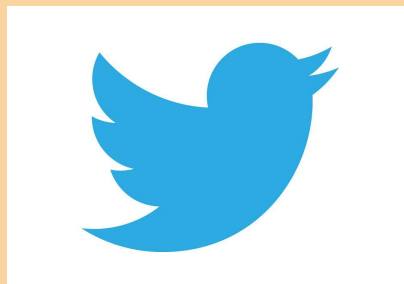
This structure can work for different social media platforms, channels, and even videos!



Be sure to adapt your tone and language to each social media channel.



Less text,
more images



Short texts, use
hyperlinks to share
more



Use videos to share
testimonials issues,
etc.



Use as much text,
media, and
resources



How to Guide: Social Media

Sample Post:



Facebook & Instagram

This is my family [insert photo]. My baby is a year old and I was very close to not watching him grow up. I was lucky to have survived my birth experience, but we should not count on luck.

Over 60% of maternal deaths are considered preventable. I need your help to share this message and make our voices heard!

@tag_Influecers @tag_NGOs

@tagLegislators @tagYourFriends

@tagLeadersOfYourCommunity

#UseHashtags



How to Guide: Social Media

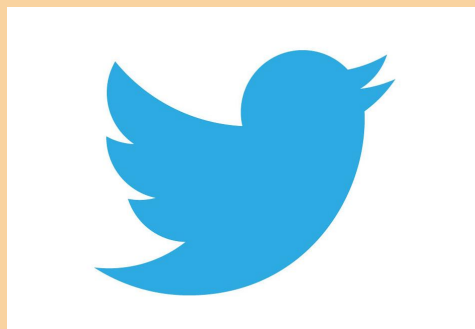
Sample Post:

Twitter

Over 60% of maternal deaths are considered preventable.

@tag_NGOs @tagLegislators or reply them I need your help to share this message and make our voices to be heard!

#UseHashtags





MARCH WITH US IN 2020

Our 4th annual march will take place on May 3, 2020 in Washington, D.C. on the National Mall. Like previous marches, it will feature speakers from numerous partner organizations and policymakers. There will also be musical performances.

This is an all-ages, family-friendly event - so feel welcome to bring the whole family!

DATE

Sunday,
May 3, 2020

TIME

1:00 PM

LOCATION

National Mall
Washington, D.C

REGISTER [HERE](#).



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MOMS**