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.

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.
1. Use tools to leverage your voice:

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:

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.
1. Use tools to leverage your voice:

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
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.

Instagram: Less text, more images

Twitter: Short texts, use hyperlinks to share more

YouTube: Use videos to share testimonials, issues, etc.

Facebook: Use as much text, media, and resources
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_Influencers @tag_NGOs
@tagLegislators @tagYourFriends
@tagLeadersOfYourCommunity
#UseHashtags
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.