

August 2023



National Breast/Chestfeeding Month

Social Media Toolkit



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Background Information

National Breastfeeding Month

In 2011, August was declared National Breastfeeding Month by the United States Breastfeeding Committee. The goal during this month is to protect, promote, and support breast/chestfeeding efforts.

The New Haven Breast/Chestfeeding Task Force has developed a toolkit to spread the word about National Breastfeeding Month and the importance of breastfeeding and chest feeding. Click [here](#) to access the toolkit.

The contents of the toolkit can be shared through National Breast/Chestfeeding Month:

- National Breastfeeding Month: August 1–31
- World Breastfeeding Week: August 1–7
- Indigenous Milk Medicine Week: August 8–14
- Asian American, Native Hawaiian, and Pacific Islander Breastfeeding Week: August 15–21
- Black Breastfeeding Week: August 25–31
- Lactancia Latina: September 5–11

To learn more about chestfeeding and why we use this term, visit our [website](#).

Social Media Graphics

Accessing the Graphics

1. Access the free templates created by the New Haven Breastfeeding/Chestfeeding Task Force.
2. Click on the graphic you wish to use.
 - a. Make sure you download the right graphic for the correct platform.
 - b. The different graphics are sized for the platforms listed in the title.
3. You will then be redirected to Canva. Create a free account or sign into your existing account to access the graphics.
4. Downloading the graphic:
 - a. Click on the “share” button on the top right-hand corner.
 - b. Scroll down until you see “download.”
 - c. Click the format you wish to download the graphic in. For social media, we recommend PNG.
5. You’re all set!

Adding your Organization’s Branding

1. Delete the text and box that say "your logo here." This is just a placeholder.
2. To upload your logo, click on the “uploads” button on the left side of the screen.
3. Then drag the file to the uploads or click on the button that says “upload files”.
4. Ensure the logo is the same across all graphics for consistency in branding.
5. Download the completed graphic when finished (see step 4).
6. You’re all set!

Posting on Social Media

Overview

1. Once you've downloaded the graphics, you are now ready to schedule them to your social media platform.
2. Captions
 - a. We have created template captions for your convenience. Simply copy and paste the text when posting.
 - b. However, you are more than welcome to write your own captions for the posts.
 - i. If you need more information or want to learn more about the different observances during National Breastfeeding Month, visit our website.
3. For best practice, we also recommend including alt(nerative) text on the posts.
 - a. Visit this [website](#) to learn more about alt text and why it is important.
 - b. We've created alt text for our graphics. Access the alt text on our [website](#).

Posting on Social Media

Posting on Facebook

1. First, log into your organization's Facebook page.
2. If you are on desktop:
 - a. Once you've successfully navigated to the page, click on the "What's on your mind" text box located towards the upper right-hand side of the page.
 - b. Begin drafting your post.
 - i. Type the caption.
 - ii. Upload the graphic by clicking on the photo icon in the "add to your post" section.
 - c. To add alternative text:
 - i. Once you've added the graphic to the post, hover over it and select edit.
 - ii. On the left-hand side you will see "alternative text". Click on it and include the alt text.
 - iii. Select "save" when you are finished.
3. If you are using the mobile app:
 - a. Click on menu and then select your page that you will be sharing the graphics to. (You must be an admin in order to post.)
 - b. See steps 2a-2b
 - c. To add alternative text:
 - i. Click on the three dots on the right-hand side of the image. Then select "edit alt text."
 - ii. Type your alt text and select "done" when you are finished.
4. Click "post" when you are ready to share with your followers!

Posting on Social Media

Posting on Twitter

1. Log into your organization's Twitter page.
2. If you are on desktop:
 - a. Once you are logged in, you will see a "what is happening?!" at the top center of the page.
 - b. Click on the box and begin drafting your post.
 - i. Type the caption.
 - ii. Upload the graphic by clicking on the photo icon ("media"). You can also drag the image into the box.
 - iii. You can include up to 4 photos per tweet.
 - c. Add alt text:
 - i. Once you've added your image, hover over the image and scroll to the bottom of it where it says "edit"
 - ii. Click on the edit button and then select "alt" in the top middle. You will then be able to include your alt text in the description box.
 - iii. Select "save" when you are done.
3. If you are using the mobile app:
 - a. Click on the light blue plus button in the bottom right corner.
 - i. Then select your graphics. You will need to have them saved to your device.
 - b. Add alt text:
 - i. Once you've added your graphic, click on "+alt" in the bottom right corner of the image.
 - ii. Add the image description. When you are finished, tap "done".
 - c. You can include up to 4 photos per tweet.
4. Click "tweet" when you are ready to share with your followers!

Posting on Social Media

Posting on Instagram

1. Log into your organization's Instagram account.
2. If you are on desktop:
 - a. Click on the "create" button located on the navigation bar on the left side of the screen.
 - b. You will then be prompted to upload a photo. Select the graphic and follow the instructions.
 - c. You can include up to 10 photos per post.
 - d. Once the photo is uploaded, you can then include your caption.
 - e. You can also include the alt text under the accessibility drop-down.
3. If you are using the mobile app:
 - a. Click the "+" button in the bottom middle of the navigation bar.
 - i. Then select your graphics. You will need to have them saved to your device.
 - ii. If you are including multiple photos, first click on the square icon on the right-hand side. You can include up to 10 photos per post.
 - iii. Tap next once you've selected all your photos.
 - iv. Write your caption in the box.
 - b. Add alt text:
 - i. Once you've added your graphic, tap next so you are directed to the screen where you can write the caption.
 - ii. Scroll to the bottom and click on "advanced settings."
 - iii. Click on "write alt text" under the accessibility section.
 - iv. Include the alt text image description. When you are finished, tap "done".
 - v. Go back to the screen to finish your post.
4. Click "share" when you are ready to share with your followers!

Frequently Asked Questions

Q: How frequently should I post?

A: Ideally, you should post for each weekly observance. However, do what makes the most sense for your organization.

Q: When should I post?

A: We recommend posting each weekly observances at the start of the week's celebration (e.g., for Indigenous Milk Medicine, post on August 8th). This way, if your followers want to learn more about or attend events related to the week, they have the opportunity to do so.

Q: What are some other ways I can support National Breastfeeding Month?

A: You can visit our [website](#) to learn more about breast/chestfeeding in New Haven, provide community support, and join our monthly Task Force meetings. Spread the word about our work!

If you have any questions that were not answered in this toolkit or need additional assistance, please contact Oana Groza - Health Communications Assistant for the NHV Breast/Chestfeeding Task Force at oana.groza@yale.edu.

