

# Social Media Toolkit - Welcome!

## **Interactive Menu**

Thank you for your support of the “Breastfeeding: Public Health Perspectives” course!

## **Welcome**

In this toolkit, you will find messaging from the “Breastfeeding: Public Health Perspectives” course landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

## **About Page**

## **Media Assets**

## **Social Copy**

Please contact us at [ai-marketing@umich.edu](mailto:ai-marketing@umich.edu) if you have any questions or ideas for additional opportunities to collaborate in support of this course.

# Social Media Toolkit - About

## Course Description

Engaging in this course will provide you with the opportunity to think about breastfeeding and its public health implications. The Socio-Ecological Model will be the framework of the course as we think about how each level of the Model (individual, interpersonal, community, organizational, and public policy) impacts breastfeeding practices in the United States, and globally.

Through short video lectures you will be introduced to relevant topics related to the public health perspectives of breastfeeding such as the maternal and child short- and long-term health benefits, economic and environmental impacts, the state of health profession curricula surrounding breastfeeding education, and breastfeeding practices of the LGBTQ+ community.

You will apply this knowledge to critique breastfeeding literature, create a breastfeeding budget for a particular breastfeeding parent persona, and design an education material to promote breastfeeding. As you complete this course, you should feel confident in identifying the barriers to successful breastfeeding practices and understand how adequate breastfeeding will impact population health.

## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Images



## Quote Cards



## Video Files



Breastfeeding or Lactation Challenges



Breastfeeding: A Pubic Health Priority

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/2DqKe>

Recommended Hashtags:

**#Breastfeeding**

**#Lactation**

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Develop a deeper understanding of the public health perspectives of breastfeeding, such as the short- and long-term benefits for mother and infant, economic and environmental impacts, and the state of health profession curricula surrounding breastfeeding education, in the “Breastfeeding: Public Health Perspectives” course!

Get started now at <https://myumi.ch/2DqKe>.

**Recommended Content: Social Images**

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Improve your understanding of the public health impacts of breastfeeding and learn to identify and overcome the barriers to successful breastfeeding practices in the “Breastfeeding: Public Health Perspectives” course led by faculty from the University of Michigan School of Public Health!

Enroll now at <https://myumi.ch/2DqKe>.

**Recommended Content: Quote Cards**

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Learn the maternal, pediatric, and dyadic elements leading to lactation or breastfeeding challenges and ways to overcome those challenges in the “Breastfeeding: Public Health Perspectives” course!

Get started at <https://myumi.ch/2DqKe>.

**Recommended Content: Breastfeeding or Lactation Challenges**

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Promoting and supporting breastfeeding has been listed as a priority public health initiative due to the short- and long-term health benefits to mother and infant, provided by breastfeeding. Dive deeper into the measurable health benefits of breastfeeding in the “Breastfeeding: Public Health Perspectives” course led by faculty from the University of Michigan School of Public Health

Learn more at <https://myumi.ch/2DqKe>.

**Recommended Content: Breastfeeding: A Public Health Priority**

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Copy the text to use for social post promotion.