



## Social Media Toolkit: Breastfeeding campaign

From 11 May 2015 we will be launching a campaign aimed at encouraging new mums to breastfeed for longer.

The key messages for the campaign are as follow:

- Breastfeeding is the best start for your baby
- We can support you through the early weeks of breastfeeding.
- The longer you breastfeed, the greater the nutritional and health benefits for you and your baby.
- You're not on your own when breastfeeding, there's help and support available.

Call to action: Sign up today

### Social media

We will be running a social media campaign from 11 May 2015.

Please use your social media channels to talk about this campaign and raise awareness of the key messages:

- Post your own messages, using the hashtag **#sixweekchallenge** where possible and encourage people to use the same – this will broaden the reach of these campaign messages. (See suggested posts)
- Follow us on:
  - Twitter ([@lancashirecc](https://twitter.com/lancashirecc)) and re-tweet messages where relevant.
  - Facebook (Lancashire County Council: <https://www.facebook.com/lancashirecc>) and share messages where relevant
- Engage with people who reply to your tweets/posts with questions or comments to continue momentum.
- If you are unsure of the answer to a question from someone on Twitter or Facebook, in the first instance please contact: [saf.munshi@lancashire.gov.uk](mailto:saf.munshi@lancashire.gov.uk)
- Direct customers to our web app: [www.breastfeedingchallenge.co.uk](http://www.breastfeedingchallenge.co.uk) for further information.

## Hashtags

The hashtag that has been defined for this campaign is: **#sixweekchallenge** to be used in all social media messages.

As hashtags are now searchable on Facebook as well as Twitter, you can use these hashtags on both channels to bring your message to a wider audience. This also makes it easier for people to find related content on these two themes.

## Images

We have supplied a range of images which you can use across social media and these are available for you to download, if you choose, to use as part of this campaign on your own accounts.

Use of images: The images in this toolkit must only be used in the promotion of the Six Week Challenge Campaign and must not to be used for any other purpose.

Twitter header image (1500 x 500)



To download image: [click on link here](#) to open, right-click and save as.

Facebook header image: (851 x 315)



To download image: [click on link here](#) to open, right-click and save as.

Facebook post images: 1200x1200



To download image: [click on link here](#) to open, right-click and save as.



To download image: [click on link here](#) to open, right-click and save as.

## Suggested Twitter posts for your account

Please post your own messages (remembering to use the hashtag **#sixweekchallenge**), or use the suggestions below:

Get help and support through the early weeks of breastfeeding by signing up to the **#sixweekchallenge** <http://ow.ly/MATed>

The **#sixweekchallenge** can give you all the help & support you need through the early weeks of breastfeeding. Sign up now <http://ow.ly/MATed>

Don't struggle with breastfeeding alone. Get help and support by signing up to the **#sixweekchallenge** <http://ow.ly/MATed>

**Not sure about breastfeeding?** Find out about the benefits it can give to you and your baby. <http://ow.ly/MATed> **#sixweekchallenge**

**Decided to breastfeed?** You're not on your own - sign up to the **#sixweekchallenge** to get tips from breastfeeding mums. <http://ow.ly/MATed>



To download image: [click on link here](#) to open, right-click and save as.

## Suggested Facebook messages for your account

Please post your own messages to your Facebook account (remembering to use the hashtag **#sixweekchallenge**), or use the suggestions below:

Breastfeeding can be a difficult time for some mums, but you're not on your own.

Sign up to the **#sixweekchallenge** and you can get tips from mums who have been through the breastfeeding journey, as well as crucial support and advice when you need it most.

Sign up and start your journey today. <http://ow.ly/MATwc>

If you're undecided about whether to breastfeed, then find out about the benefits it can give to you and your baby.

If you sign up to the **#sixweekchallenge** you'll get access to help and support throughout your breastfeeding journey. <http://ow.ly/MATwc>

If you've decided to breastfeed, then you're not on your own.

Sign up to the **#sixweekchallenge** and get access to help and advice, to support you through those early weeks. <http://ow.ly/MATwc>

If you're a new mum who's breastfeeding then have you signed up to the **#sixweekchallenge** yet?

It can give you advice and support at times when you need it most as well as helping you to log your baby's feeds and nappies. <http://ow.ly/MATwc>



**#sixweekchallenge**  
[www.breastfeedingchallenge.co.uk](http://www.breastfeedingchallenge.co.uk)