



NATIONAL WIC BREASTFEEDING WEEK SOCIAL MEDIA KIT

The USDA, Food and Nutrition Service (FNS) Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) National Breastfeeding Week is held during the first week of August to promote and support breastfeeding as the best source of nutrition for a baby's first year of life.

The [WIC Breastfeeding Support](#) campaign, *WIC Breastfeeding Support – Learn Together. Grow Together*, equips WIC moms with the information, resources, and support they need to successfully breastfeed their babies.

FNS created this toolkit to help WIC staff promote the campaign and communicate effectively and efficiently during #BreastfeedingWeek. The toolkit includes suggested graphics, images, and messages to use.

Sample Hashtags

#BreastfeedingWeek

#WICspeaksBF



#WICBreastfeeding

#BreastfeedingMoms

- GO BIG! Don't be shy about posting and sharing updates throughout Breastfeeding Week.
- We encourage you to make #WICBreastfeeding your own.
- Use lots of images, emojis, GIFs, videos, and other materials to get your messages to stand out.
- Link and repost straight from FNS social media channels as an effective way to help promote the mission of WIC Breastfeeding Support and build a breastfeeding community.

Follow us on social media



@USDANutrition



facebook.com/USDA/



USDA Food and
Nutrition Service

National WIC Breastfeeding Week

Highlight WIC breastfeeding promotion and support activities during National WIC Breastfeeding Week (August 1-7) with this set of social media graphics and messages.

1. Use our sample messages and photos below. To save the images, place your cursor over the graphic, right-click and select "Save image as..."
2. Looking for different images? Download images from the [WIC Breastfeeding Support Image Gallery](#) and save them.
3. Upload images to your personal or WIC agency social media accounts.
4. Help us make **#WICBreastfeeding** (and our other suggested **hashtags**) trend on social media by using the messages, images, and hashtags we've provided.
5. Encourage WIC colleagues and partner organizations to do the same.
6. In addition, promote the [campaign videos](#) by sharing the playlist and URLs.
7. Follow us on social media!

Social Media Messages

Incorporate these messages into your social media campaign. Feel free to mix and match the messages and photos to make them your own. We've included several topics to get you started. See below for popular topics to share!

WIC Breastfeeding Week



For **#BreastfeedingWeek**, listen to breastfeeding moms about the importance of self-care. The **#WICBreastfeeding** campaign supports moms through challenging times.

<https://wicbreastfeeding.fns.usda.gov/video-moms-emotional-wellbeing>

Find resources for National WIC Breastfeeding Week, and all year long!

<https://wicworks.fns.usda.gov/resources/2020-national-wic-breastfeeding-week>

Learning to Breastfeed



Learning to breastfeed is like learning any new skill. Moms may experience challenges early on, but **#WICBreastfeeding** support is there to provide resources and expertise every step of the way.

<https://wicbreastfeeding.fns.usda.gov/breastfeeding-basics>

Breastfeeding Positions



**ALWAYS RAISE BABY TO YOUR NIPPLE HEIGHT, RATHER THAN LEANING OVER YOUR BABY.
#BREASTFEEDINGMOMS**

How do you support **#BreastfeedingMoms**? Moms use different positions when feeding. There's no right or wrong position for breastfeeding as long as you and your baby are safe and comfortable. You can read about some of the most common positions here:

<https://wicbreastfeeding.fns.usda.gov/5-breastfeeding-holds-try>

Support for You



How can WIC help you breastfeed? If you're returning to school, work or military or having difficulty with breastfeeding, we have **#WICBreastfeeding** support services.

<https://wicbreastfeeding.fns.usda.gov/overcome>



New or expecting mom? **#WIC** helps ensure you have access to the specialized nutrition education, resources, and health care referrals you need.

<https://wicbreastfeeding.fns.usda.gov/get-support-wic>

Want to join WIC in building a breastfeeding-friendly community?

Please contact your **WIC State breastfeeding coordinator**.

Options to use in your social media campaign.

“Breastfeeding takes all of us.
#WICBreastfeeding Support
Learn together. Grow together.”

“How can **#WIC** help you
#breastfeed? We have
breastfeeding support
services if you're returning to
school or work or having
difficulty with breastfeeding.”

“Planning to **#breastfeed**?
Prepare to thrive!
#WICBreastfeeding
resources help get you off
to a great start, while
offering ongoing support
throughout your journey.”

“Be proud—you and your
baby are thriving on your
#breastfeeding journey!”

“Focus on healthy eating
while you **#breastfeed**.
Include fruits, vegetables,
whole grains, low-fat dairy
and lean protein foods.”

“Whether it's going
back to work or being
away from baby for
several hours,
pumping and storing
#breastmilk is a great
way to feed your baby.”

“How do you support
a breastfeeding mom in
your life?
#WICBreastfeeding has
resources for dads,
caregivers, and families
to help mom meet her
breastfeeding goals!”



New Message

Send

Social Media Graphics

Use these sample covers, headers, and posts to enhance your breastfeeding promotion efforts.

Facebook cover



U.S. DEPARTMENT OF AGRICULTURE

WIC BREASTFEEDING SUPPORT

LEARN TOGETHER. GROW TOGETHER.

**BREASTFEEDING
TAKES ALL OF US**

#WICBreastfeeding



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

BREASTFEEDING TAKES ALL OF US

#WICspeaksBF

Facebook Post



Twitter header



Twitter Post



CELEBRATE

NATIONAL WIC BREASTFEEDING WEEK



#WICBREASTFEEDING



U.S. DEPARTMENT OF AGRICULTURE
**WIC
BREASTFEEDING
SUPPORT**
LEARN TOGETHER. GROW TOGETHER.



U.S. DEPARTMENT OF AGRICULTURE
**WIC
BREASTFEEDING
SUPPORT**
LEARN TOGETHER. GROW TOGETHER.



Planning to breastfeed?
**PREPARE
TO
THRIVE**

#WICBreastfeeding



U.S. DEPARTMENT OF AGRICULTURE
WIC BREASTFEEDING SUPPORT
LEARN TOGETHER. GROW TOGETHER.