

Milwaukee County BF Coalition

- Facebook:
<https://www.facebook.com/pages/Milwaukee-County-Breastfeeding-Coalition/131254886759>
- Website (will launch soon):
<http://milwaukeecountybf.wix.com/mcbf>
- Jodi Klement – jodi.klement@wi.gov

Northwoods Breastfeeding Coalition's Experience with Social Media

3/20/2015

Serving Oneida, Vilas, Forest and
Price Counties

Florence County also participates

*“Social media (is)...a rapidly evolving culture,
and a fundamental shift in communications,
community building and decision making.
To succeed in the 21st century, you need to
know what this is all about, and how you can
align your work in this new era.”*

Lisa Colton, Darim

Social Media Platforms Chosen

In 2011 we used what Coalition members were familiar with:

1. Website
2. Facebook – uphill battle to understand
 - 1) the difference between:
the Coalitions Facebook page vs. home page(newsfeed page)
 - 2) When you Share which page it goes to

The Plan

1. Studied CDC's Social Media Policy recommendations*
2. Determined who our audience(s) would be
3. Surveyed coalition members to see which social media sites they could access at work (2011)
4. Developed goals for what we wanted to accomplish with a Website & on Facebook
5. We couldn't afford a web designer & website fees, so asked Oneida County Health Department if they would host our webpage

Website: 4 Goals

1. Share all coalition documents with **coalition members**, in a convenient location and easy to find specific documents.
1. Provide a convenient location and an easy to use website for **consumers** that connects them with resources to protect, promote and support breastfeeding.
2. Provide a convenient location and an easy to use website for **health care professionals** that connects them with resources to protect, promote and support breastfeeding.
3. Assign who will be **responsible** for updating/maintaining the above documents on the website.

Goal 1: Repository for Coalition Documents

- Key core documents: Vision, Mission Statements, Goals, Objectives & Strategies
- Bylaws
- Officers
- Membership roster
- Meeting dates, agendas & minutes
- Journal Club articles
- 3 year Work Plan
- Annual Reports
- Orientation Packet
- BF Friendly Child Care Centers
- Grant documents

Goal 4: How We Do This

- Received permission before we posted anyone's name
- Wrote procedures for which member(s) of the executive committee would be responsible for getting the information needing to be posted to the **administrative assistant at the health department to post**
- Website is 4 years old

Goals 2 & 3: Community & Health Care Professional Information

- We have our print BF Resource Guide on-line
 - Updated 1 – 2 times/year
 - People to call with BF questions listed on our current guide
 - Breast pump rental and purchase businesses
 - Informational Web sites & Videos
 - Childbirth classes, ZIPMILK, BF Friendly Child Care Centers

Goals 2 & 3: Community & Health Care Professional Information cont..

- Due to lack of member time/support we haven't added specific information that we had planned on, this can't be a one woman show
 - Direct links to websites, blogs, handouts, videos
 - Right to BF Card & Thank You for BF card
 - Educational Conferences
 - Human Milk Banks
 - Business Case for Breastfeeding

Northwoods BF Coalition Website

- <http://oneidacountypublichealth.org/breastfeeding-coalition/>

Facebook

Goal 1: Establish Clear Guidelines

- ✧ "We promote, support and educate about breastfeeding. **If you have personal breastfeeding concerns please contact your health care provider.**"
- ✧ Vision, Mission Statements
- ✧ Awards
- ✧ Founded
- ✧ Telephone Number - OCHD
- ✧ Email Address: missing

Goal 2: Develop a Social Media Policy

- Set up an organizational page
- Establish clear guidelines
- Identify standard responses
- Have a consistent, coordinated presence
- Reputation: yours and organizations
- Have a plan in place for crisis situation
- Member time/commitment

Goal 3: Connecting to our audiences

- ✧ To start a **conversation** about breastfeeding:
 - Reposting information from “**referee**” sites
 - Reposting from articles - newspapers, journals
- ✧ To build a **LOCAL community** interested in BF on our Facebook page and for them to get to know our Coalition

Facebook Pages - Liked

Wisconsin BF Coalition	Wood County BF Coalition
ILCA	African American BF Alliance of Dane Co.
US Lactation Consultants Association	Polk Co. BF C
US BF Committee	Brown Co. BF C
BF USA	CA WIC Assoc.
Best for Babes Foundation	African American BF Network, Milwaukee
BF Talks with USCLA	ilactation
LLL USA	Start Right First Steps
WIC BF Peer Helper Stephanie	BF Coalition of South Central WI
NICHQ - BF	Nancy Morbacher
Science & Sensibility - Lamaze	WALC

Where to get additional Facebook Content?

- Facebook
- Websites
- You Tube
- Twitter
- BF Coalitions
- Health Care Organizations
- Blogs
- Pinterest
- Tumblr

Weekly Facebook Page Update



Week of May 9 - May 15	Page Likes	News Feed Reach	Page Impressions
Total Page Likes	101 (+100%)		
New Likes	1 (+100%)		
News Feed Reach	143 (+143%)		
Page Impressions	20 (+100%)		

Like us on Facebook

- <https://www.facebook.com/northwoodsbreastfeedingcoalition?ref=hl>

Wrap Up - Struggles

- Didn't have **money** to design and maintain our own website so we are associated with a local health department's website, we are limited to what our website looks like
- Limited membership **time** to further develop our website & to post on Facebook
- Lack of **knowledge** about Twitter & Pinterest, You Tube Videos, Blog's,

Wrap Up – Looking Forward

- Amber's Recommendation:
"Have a place on-line for your clients to go and get evidence-based supportive care"
- *"If you want to be part of the CONVERSATION...
Be where the conversation is happening!"*

"The Million Dollar Question..."

"How do I provide CLINICAL CARE on social media platforms?"

You never do!

Just education and information!

Wrap Up – Looking Forward

- WALC 2015 Conference Speaker –
Amber McCann
 - Marketing Team for ILCA
 - Founder & Owner of Nourish Breastfeeding Support
 - Social Media Coach & Consultant
- Millennials are tied to Social Media
- Demonstrate a basic understanding of popular social media platforms
- Combining technical & social interaction for information sharing!

What's Next – Social Media Platforms

- Twitter
- Pinterest
- Instagram
- You Tube
- Reddit
- Tumblr
- Vine

Bibliography

Amber McCann

- **Establishing an Online and Social Media Presence for Your IBCLC Practice**

<http://jhl.sagepub.com/content/28/4/450.abstract>
Journal of Human Lactation Article - free

- **Social Media at CDC:**
<http://www.cdc.gov/socialmedia/tools/guidelines/index.html>
- **February 3, 2015: CDC Enterprise Social Media Policy**
<http://www.cdc.gov/socialmedia/tools/guidelines/pdf/social-media-policy.pdf>

Debra Durchslag RD, CD, MPH,
IBCLC

debradurchslag@gmail.com

715-282-6554

Breastfeeding Alliance of NE WI

- Website: www.bfanwi.org
- Facebook:
<https://www.facebook.com/pages/BFAN-Breastfeeding-Alliance-of-NE-Wisconsin/237296246295154?fref=nf>
- Cindy Brylski – cindy.brylski@outagamie.org
- Jeri Loewe – ajloewe@co.green-lake.wi.us