

Sample email to colleagues:

Dear colleague,

Text4baby just released this brief informational video: t4b.org/video to help you share the value of the service with your colleagues!

Text4baby, a free service of the National Healthy Mothers, Healthy Babies Coalition, sends three FREE text messages each week with health and safety information to pregnant women and moms with babies under age one. Independent research demonstrates that text4baby increases users' health knowledge, facilitates interaction with doctors, improves appointment and immunization adherence, and users are three times as likely to feel prepared for motherhood than non-text4baby users.

In the video, health care experts describe the impact of the service and easy steps for your colleagues to enroll mothers and connect them to valuable health information. Please share the video in social media, and forward this email to other colleagues. Check out <http://www.text4baby.org> for more information and free [promotional materials](#) to use with patients.

Sample social media posts

Facebook:

- New text4baby informational video available to share with your clients and patients. Follow Dr. Kilanko and the launch of text4baby at her community health center. Watch the video [here](#).
- See how easy it is to launch text4baby at your office – watch and share this promotional [video](#) following Dr. Kilanko as she signs her patients up for text4baby.
- See text4baby in action. Follow Dr. Kilanko as she implements text4baby in her practice. The new text4baby promotional video is available [here](#).
- Hear Dr. Jerry Joseph of ACOG discuss text4baby content in this new promotional [video](#).

Twitter:

- New @mytext4baby video available. Follow 1 doc as she launches #text4baby at her office t4b.org/video
- Watch this fascinating case study on #text4baby and share the video with friends and colleagues @mytext4baby t4b.org/video
- Great new video from @mytext4baby on how to launch the service at your practice – share it with colleagues and patients t4b.org/video

- Hear Dr. Joseph of @ACOG discuss @mytext4baby in this new promotional video t4b.org/video #text4baby

-#Health experts discuss @mytext4baby in this new promotional video t4b.org/video.