

## Sample social media posts:

### Facebook

1. We're excited to be a text4baby partner! Text4baby sends three FREE messages a week to help you through your pregnancy and baby's first year. Interested? Sign up by texting BABY to 511411.
2. Every mom deserves a healthy baby! That's why we partner with text4baby, a FREE service that provides support throughout your pregnancy and baby's first year. Check it out! <http://bit.ly/VmLZh4>
3. It's time to improve maternal and child health for all moms and babies in the U.S.A. Text4baby can help! It's a FREE service that sends important health and safety information to moms, right on their mobile phone. Sign up by texting BABY to 511411.

### Twitter

1. Text4baby sends 3 FREE messages/week to help you through [#pregnancy](#) & baby's 1st year. Text BABY to 511411 to sign up!
2. Every mom deserves a healthy baby! [@mytext4baby](#) is a FREE service that provides support in [#pregnancy](#) & baby's 1st yr <http://bit.ly/VmLZh4>
3. We've joined forces w [@mytext4baby](#) to enroll moms in their FREE health service! Moms, text BABY (or BEBE) to 511 411 to sign up now!

### Additional Recommendations:

- Always include an image in Facebook posts
- Always utilize hashtags in Twitter to increase reach
- Feel free to share, repost and retweet any text4baby social media messages.