

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 (or BEBE for Spanish) 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 our **state/city**. 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 (or BEBE for Spanish) to 511411.

Twitter

1. Text4baby sends 3 FREE messages/week to help you through [#pregnancy](#) & baby's 1st year. Text BABY (or BEBE) 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 511411 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.