



YOU'VE SET UP YOUR ACCOUNTS. NOW WHAT?

It's time to post! There are many ways to think about posting and what to post. This section is meant to give you some ideas and get you thinking about the variety of posts you could make.

GENERAL RULES ACROSS PLATFORMS

1. The first word of social media is social! Try to create content that people will want to engage with (like, share on their own pages, take action from, etc.).
2. Share posts from partners to strengthen relationships and reduce the amount of content you need to create on your own.
3. Be consistent in the voice and tone you use. You can be friendly and casual, but always remain professional.
4. Keep your audience in mind and post content that is aimed at them.

FACEBOOK

Facebook is the most versatile platform in the sense that a wide variety of posts work well on the network. You can post images, articles, text, videos, and gifs and have a successful post. Here are a few ideas to get you thinking:

- » Staff member of the week. So much of WIC is about relationships, so let the families you work with get to know you!
- » Recipes and nutrition tips
- » Family activities
- » Community events

- » Live videos
- » Cooking demonstrations
- » Recognize your work's connection with holidays and national observances.
- » Connect to local resources
- » Articles
- » National WIC Association public service announcements (PSAs) (<https://www.nwica.org/overview-and-history>)
- » Prepared social media posts in the National WIC Association online community
- » Highlight congressional visits

TWITTER

Twitter is sometimes regarded as the place for quick, breaking news. That doesn't mean your agency has to have big news stories that need to be seen immediately to share, but one way to get started on posting to Twitter is to use it as a place to share short announcements that have more of a news nature.

Ideas:

- » Special opening or closing hours of your agency (such as being closed for a holiday)
- » Announcements or reminders of events
- » Use a post to link to something on your website, such as a longer news announcement or a blog post

PINTEREST

In many ways, Pinterest is an easier platform than Facebook. You don't need to post regularly. You could set up a few boards and not worry about creating new content again for quite a while. Here are a few ideas of boards you could set up:

- » Each element of the food package
- » Beverage ideas
- » Healthy snacks
- » Holiday food ideas
- » Using baby food in recipes
- » Family activities
- » Picky eaters
- » Introducing solids
- » Breastfeeding advice

