



UKAMB Social Media Guidelines (updated 2020)

Strategic Aims of HMBC Communications:

- Promote HMBC as the professional voice for human milk banking
- Present HMBC as professional, accessible and a standard of excellence in human milk banking and donor human milk knowledge and skills
- Signpost enquiries
 - potential milk donors to 'find a milk bank' facility
 - potential or actual donor milk recipient parent enquiries about donor milk to the relevant page of the website
 - interested health professionals to the relevant areas of the website for more information and access to research etc
- Promote HMBC educational events, articles and online resources as a trusted specialist source of information on donor human milk and milk banking
- Promote individual and corporate membership of HMBC and member benefits and resources

HMBC's policy on equity diversity and inclusion is embedded in all we do.

Objectives

Publish messages on social media (currently Facebook, Twitter, Instagram) which:

- a) raise awareness of HMBC
- b) raise awareness of banked human milk and human milk banking
- c) are timely
- d) are written in professional but straightforward language (avoiding jargon and acronyms)
- e) provide high quality evidence based information
- f) are attractive and meet the criteria of our Style Guide
- g) that advocate for breastfeeding and for the breastfeeding dyad
- h) Adhere to a high ethical standard, appropriate health professional and academic standards, and to the International WHO Code of Marketing of Breastmilk Substitutes (and subsequent WHA Resolutions.)

Guidelines:

- Use clear and attractive images, reflecting families and milk banking professionals / health professionals from a diversity of backgrounds and in a variety of settings
- Check messages for accuracy in technical lactation and other information.
- Use social media to link to HMBC website and resources
- Produce 'graphics' in advance so as to coincide with cultural, health and breastfeeding events such as Donor Human Milk Banking Day, World Prematurity Day, Volunteers Day, World Breastfeeding Week, etc.
- Produce image descriptions to be shared in all posts containing a graphic.

- Share information, web content and graphics on our social media channels that are produced by HMBC, and other trusted sources
- Double-check material and sources from other websites and organisations to ensure they are suitable, free of WHO Code issues, etc.
- When a HMBC news item is longer or of a more academic interest, there will be a simple link posted with a short (1-2 paragraph) précis of the longer article.
- Always include appropriate reference or attribution to source

Social Media Aims

Facebook

- Audience: health professionals, the general public, our members, donor mothers and DBM recipient families in the UK
- Messages need to be concise and highly visual in their nature and suitable for phone or tablet
- The first line should engage the audience to click through to the full post
- Lead with an image or graphic, if possible, for best visibility

Twitter

- Audience: health professionals, the general public, our members, donor mothers and DBM recipient families in the UK
- Live-tweeting conferences and HMBC educational events (with permission of speakers) – generally a “taster” of the event / presentation rather than live-tweeting the whole thing.
- Lead with an image if possible

Suitable content of tweets:

- HMBC original content and memes, links to press releases, statements, articles and on the HMBC website.
- Messages from breastfeeding and prematurity organisations in the UK and around the world
- retweets of messages from trusted related lactation and academic writers
- highlighting high quality related academic research
- Tweets should be concise, key points should be in first line (always keep within character limit)
- Double check hashtags to avoid conflicts of interest etc
- Test messages with Trustee or volunteer group first

Instagram

- Audience: mothers, some health professionals
- Similar to Twitter, extracting strong images from HMBC work
- Square images work best
- Simple image such as one person or close up work better than photos of group scenes
- Double check hashtags to avoid conflicts of interest etc
- Test messages with Trustee or volunteer group first

LinkedIn

- Audience: professional
- Content: professional / organisational news and updates

Links with HMBC website

- The website should be updated for each HMBC event or project, in conjunction with the Scientific Advisory Board and Trustees
- News items should also usually be linked to relevant page on website

Measuring effectiveness

All platforms:

Track and carry out simple analysis of HMBC's reach on different types of social media and make regular reports to main Committee. This is to enable us to know what was most effective (like time of day, types of post, how much text vs images, whether it helps to add our own text etc.). The HMBC website lead will feed back as how to the website is integrating and being used as a result of social media activity.

Coordination

Imperative to coordinate communication and collaboration between those working on social media, the website, co ordinating events, doing any media and consultation responses, and other projects