

Progesterone to **prevent repeat preterm birth**

SOCIAL MEDIA TOOLKIT

**In this social media toolkit,
you will find best practices
for posting on Twitter,
Facebook and Instagram.**

Getting around

- 4** How to use this toolkit
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How to use this toolkit

NAME OF THE CAMPAIGN
(FOR REFERENCE ONLY)

Counting on you.



Your patients are counting on you
to talk to them about 17P.

17P Helping Babies
to Fully Develop

HERE'S WHAT THE
CREATIVE LOOKS LIKE

COPY AND PASTE THIS INTO
YOUR POST ON SOCIAL MEDIA

CAPTION

Find resources to get the conversation started
about 17P for preventing preterm birth at
<https://www.mombaby.org/17-progesterone/>

TARGET AUDIENCE

Healthcare providers

RECOMMENDED AUDIENCE
FOR THIS CREATIVE

SOCIAL PLATFORMS



RECOMMENDED SOCIAL MEDIA
PLATFORMS FOR THIS CREATIVE

DOWNLOAD ASSETS

Click here to download the creative assets
or copy and paste this link into your browser
<https://www.mombaby.org/17-progesterone/>

WHERE TO DOWNLOAD THE
CREATIVE FILES FROM

Suggested Posts

Counting on you.



**Your patients are counting on you
to talk to them about 17P.**

17P Helping Babies
to Fully Develop

CAPTION

Find resources to get the conversation started
about 17P for preventing preterm birth at
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TARGET AUDIENCE

Healthcare providers

SOCIAL PLATFORMS



DOWNLOAD ASSETS

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Suggested Posts

Need help.



Need help starting the conversation about 17P?

17P Helping Babies to Fully Develop

CAPTION

Talk with your patients about preventing preterm births with these resources:
<https://www.mombaby.org/17-progesterone/>

TARGET AUDIENCE

Healthcare providers

SOCIAL PLATFORMS



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Suggested Posts

A few weeks.

A few weeks makes a big difference.

Between 37-39 weeks, a baby goes through critical development of the:



BRAIN



LUNGS



LIVER

17P

Helping Babies
to Fully Develop

CAPTION

Help your patients know that 17P might help them from having another preterm birth — even a few weeks make a big difference. <https://www.mombaby.org/17-progesterone/>

TARGET AUDIENCE

Healthcare providers

SOCIAL PLATFORMS



DOWNLOAD ASSETS

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Suggested Posts

Conversation started.

**Get the conversation started
about preterm birth.**



17P Helping Babies
to Fully Develop

CAPTION

Go to <https://www.mombaby.org/17-progesterone/> to find resources that can help start the 17P conversation with women who've experienced a preterm birth. New patient education materials are available in English and Spanish.

TARGET AUDIENCE

Healthcare providers

SOCIAL PLATFORMS



DOWNLOAD ASSETS

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Suggested Posts

3 weeks early.



CAPTION

Have you had a baby born more than 3 weeks early? Talk to your health provider about what that may mean for your health and any future pregnancies. Find out more at <https://www.mombaby.org/17-progesterone/>

TARGET AUDIENCE

Consumers

SOCIAL PLATFORMS



DOWNLOAD ASSETS

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<https://www.mombaby.org/17-progesterone/>

Suggested Posts

Help prevent.



CAPTION

17P is a medicine that can help prevent repeat preterm births. Talk to your healthcare provider and learn more at <https://www.mombaby.org/17-progesterone/>

TARGET AUDIENCE

Consumers

SOCIAL PLATFORMS



DOWNLOAD ASSETS

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Suggested Posts

Every week counts.



CAPTION

See if 17P could be right for you to help your baby fully develop. Talk to your health care provider and find more information here: <https://www.mombaby.org/17-progesterone/>

TARGET AUDIENCE

Consumers

SOCIAL PLATFORMS



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Suggested Posts

1 in 8.



CAPTION

Go to <https://www.mombaby.org/17-progesterone/> to find out more about 17P and how it can help prevent repeat preterm births.

TARGET AUDIENCE

Consumers

SOCIAL PLATFORMS



DOWNLOAD ASSETS

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<https://www.mombaby.org/17-progesterone/>

Suggested Posts

Su bebe.



CAPTION

Platique con su proveedor(a) de servicios de salud sobre lo que esto puede significar para su salud y sus futuros embarazos.

TARGET AUDIENCE

Consumers

SOCIAL PLATFORMS



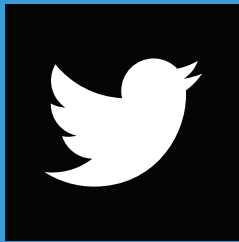
DOWNLOAD ASSETS

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Social media channels



TWITTER

twitter.com/UNCCMIH



FACEBOOK

facebook.com/UNCCMIH

DON'T FORGET

Please tag **@UNCCMIH** on Twitter and Facebook.

Hashtags

CAMPAIGN HASHTAG

Please use the hashtag **#17PNC**

ASSOCIATED HASHTAGS

The following hashtags are being used by other campaigns and organizations. Use them alongside **#17PNC** to increase reach and promote the work of other organizations.

#PretermBirth

#PreventPretermBirth

#MarchforBabies

#BlanketChange

#BornTooSoon

#PrematurityCollab

Note that **#WorldPrematurityDay** is November 17. There is an annual campaign and hashtag associated with each year's theme. For more information, visit: March of Dimes: <https://bit.ly/2kLD2Ay> and <https://bit.ly/2JP3NiX>

Thank you!

QUESTIONS ABOUT THIS SOCIAL MEDIA TOOLKIT?

Please contact **Erin McClain** at erin_mcclain@unc.edu

17P Helping Babies
to Fully Develop