

Engaging Mothers Through Social Media

Social media can be effective in engaging mothers who are interested in research. These tips will help your efforts on Facebook, Instagram, and YouTube.



Experiment with each platform to learn how it works before creating content.



Find and join an active community of social media users with an interest in your topic.



Tailor content for each platform. The message may be similar, but the way it's worded or how it's shared should differ.



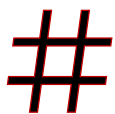
Test versions of posts on each platform to see how they perform. All platforms provide you with data to help with this.



Use plain, everyday language and avoid jargon.



Include relevant, engaging visual images with your text. You can explore royalty-free images at www.unsplash.com and www.pexels.com



Research which hashtags are most relevant to mothers you hope to engage. Hashtags are essential to any effective social media post. Common hashtags used by mothers with maternal mental health issues include: #postpartumdepression #postpartumanxiety #ppd #ppa #maternalmentalhealth #postpartumrecovery #realmotherhood.



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