

***Building a Black Breastfeeding Movement
with
Social Media***

Anayah Sangodele-Ayoka
MomsRising.org Consultant



MomsRising.org

MamásConPoder.org

**No commercial
relationships or
conflicts of interest
to disclose.**

MomsRising.org

Why use your blog and social media channels to mobilize your community for change?

- ***For Speed:** Multiply the reach of your message – *fast*.
- * **For Influence:** Respond to breaking news and influence the national conversation early.
- ***For Dialogue:** Establish ongoing two way communication with your grassroots community.
- * **For Growth:** Reach diverse communities, help spread their messages and refine your own.
- ***For Organizing:** Empower your community to speak out to decision makers in a coordinated and public way that makes an impact in media, government, corporations or wherever your target may be.

MomsRising.org

Why focus on Black families in social media?

Black families are using social media to:

- obtain research and information about the perinatal period
- educate themselves about various health-related topics (e.g., diet, exercise, and FAQs around pregnancy and parenting); and
- receive social support and advice from other mothers and women in similar situations.

Breastfeeding and Use of Social Media Among First-Time African American Mothers

Asiodu, Ifeyinwa V. et al. Journal of Obstetric, Gynecologic & Neonatal Nursing , Volume 44 , Issue 2 , 268 - 278

Blogging as an Organizing Tool: Craft the Narrative, Encourage Action

Breastfeeding America: What We Know
August 1, 2017

Setting the Record Straight: Breastfeeding Saves Lives, Doesn't Cost Lives.
April 12, 2017

When you take action, we deliver!
August 29, 2017

Earlier this month MomsRising members and their kiddos went to Capitol Hill to drop off your signatures and stories, along with some liquid gold (chocolate) to demand better workplace pumping accommodations for breastfeeding moms.

One of the most rewarding parts of my job is the opportunity to lift up the voices of moms and families on issues that affect their everyday lives. As a doula and an advocate, the #IAmDiverse campaign has been particularly

MomsRising.org

Speaking your truth is the most powerful tool we all have. -Oprah Winfrey

The Power of Blogs

- 94% of people who share blog posts do so b/c they think it might be helpful to others
- Blogging allows you to showcase your expertise or curate information online
- Blogs can be micro-targeted
- Allows users to post, share, comment online
- Creates avenues for connection, collaboration and loyalty

MomsRising.org

Test the Waters

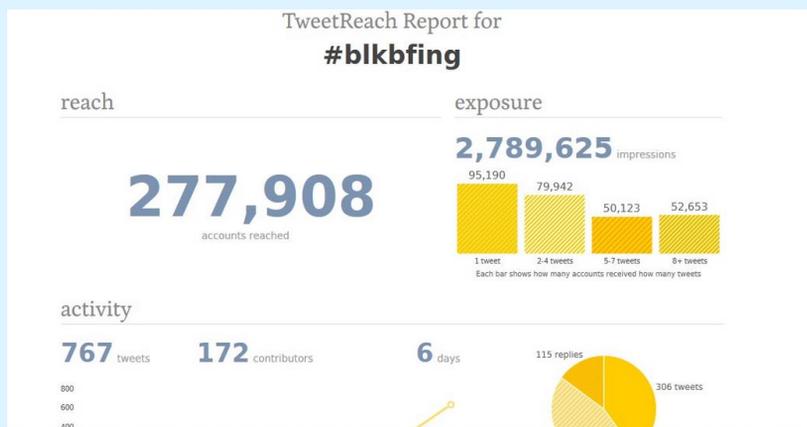
Take 90 seconds to identify 3 thought leaders, community organizations or lactation experts whose voices (by blog/website) you can amplify to further Black breastfeeding.

This can include you/your organization if you have an established platform.



MomsRising.org

Twitter as a Rallying Place



MomsRising.org

The Power of Twitter!

- Approximately 69 million users in the US in 2016
- 59% of shared tweets contain links
- Attracts influential content creators and sharers: bloggers, legislators, journalists, and celebrities

MomsRising.org

Test the waters

Pick one:

- 1) Tweet one thing you've learned about using social media to support breastfeeding.
- 2) Share a selfie of yourself + a table partner.

Add the conference hashtag!



MomsRising.org

Facebook as an Organizing Tool

- Action alerts
- Event pages
- Informational links and video
- GO LIVE!
- Private groups for personal support



MomsRising.org

The Power of Facebook!

- Approximately 214 million users in the US in 2017 - keeps rising annually (unlike Twitter)
- Average users spends 7 hr 21 min per month on Facebook
- Average user has 200 “friends”
- Most people use it share content and laugh
- Creates avenues for connection and collaboration

MomsRising.org

Test the waters



Find more Black breastfeeding influencers

- Crowdsource a list of FB pages that influence Black breastfeeding.
- Your personal list should grow by at least TWO.
- You have 5 minutes.

MomsRising.org

Dive Deeper



Now EVERYONE make a post sharing a list of Black breastfeeding influencers to follow.

Add the conference hashtag.

*BONUS points for going LIVE right now to share your list.

MomsRising.org

Other Platforms as Organizing Tools

Honorable Mention:

Instagram

- Great for building a following
- Soliciting action for pay
- Ease of connection
- Eye candy galore



- Pinterest? Snapchat? It depends! Review your messages, your target audiences, your goals.

MomsRising.org

Wrap up

3 Axes of Collaborative Power:

- Audience + Thought Leadership, Push for Change (Policy or Social)

Identify and amplify community-powered innovation

ABC = Always Be Collaborating



MomsRising.org

Thank you!

*Anayah Sangodele-Ayoka anayah@momsrising.org
@anayahrose*



MomsRising.org

MamásConPoder.org