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 relevant 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.

_Avance racial equity_  
Create connection and culture

Breastfeeding and Use of Social Media Among First-Time African American Mothers  
Blogging as an Organizing Tool: Craft the Narrative, Encourage Action

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.

Twitter as a Rallying Place

TweetReach Report for
#blkbfing

reach
277,908 accounts reached

exposure
2,789,625 impressions

activity
767 tweets 172 contributors 6 days

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

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

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

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.
**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.

---

**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