



Breastfeeding  
Infant Development  
Support Alliance

# Social Media Toolkit: Guide

Support Moms. Save the  
Nursing Pillow.

## **Instructions**

The social copy (or captions) featured in this guide can be posted with the accompanying visual assets on your social media channels to show your support for the #SavethePillow campaign! Please tag @BFIDSA in your posts and we encourage you to share this guide with your network, as well as your nursing pillow stories!

For questions regarding the campaign or toolkit use please reach out to [contact@bfidsa.org](mailto:contact@bfidsa.org).

# Social Media Posts & Copy

## TWITTER

### 1. Image: TW 1

**Post Copy:** Women's rights are being gutted – and the ability for parents to choose how they feed their baby is next on the chopping block. We're joining #BFIDSA in the fight to save nursing pillows and so can you at [BFIDSA.org/savethepillow](https://BFIDSA.org/savethepillow) @BFIDSA #SavethePillow

### 2. Image: TW 2

**Post Copy:** We're joining #BFIDSA in the fight to save nursing pillows and so can you at [BFIDSA.org/savethepillow](https://BFIDSA.org/savethepillow) @BFIDSA #SavethePillow

### 3. On image: TW 3

**Post copy:** Yet the @USCPSC has threatened to significantly change – or even ban – nursing pillows. Head to [BFIDSA.org/savethepillow](https://BFIDSA.org/savethepillow) to learn more and join us in the fight to #SavethePillow.

## INSTAGRAM

### 1. Image: IG 1

**Post Copy:** Women's rights are being gutted – and the ability for parents to choose how they feed their baby is next on the chopping block. We're joining #BFIDSA in the fight to save nursing pillows & so can you by sending a letter through the link in our bio to get the attention of lawmakers! #SavethePillow

### 2. Image: IG 2

**Post Copy:** We're joining #BFIDSA in the fight to save nursing pillows & so can you by sending a letter through the link in our bio to get the attention of lawmakers! Share your nursing pillow stories and tag the @CPSC, as well as your Member of Congress. #SavethePillow

## FACEBOOK/LINKEDIN

### 1. Image: FB/LI 1

**Post Copy:** Women's rights are being gutted – and the ability for parents to choose how they feed their baby is next on the chopping block.

The @U.S. Consumer Product Safety Commission (CPSC) has threatened to significantly change – or even ban – nursing pillows.

We're joining #BFIDSA in this fight to save nursing pillows! You can play a big part too by sending a letter through [BFIDSA.org/savethepillow](https://BFIDSA.org/savethepillow) to get the attention of lawmakers. Tag @BFIDSA and #SavethePillow in your posts, as well as the @US Product Consumer Safety Commission and your Member of Congress.

### 2. Image: FB/LI 2

**Post copy:** We're joining BFIDSA in this fight to save nursing pillows! You can play a big part too by sending a letter through [BFIDSA.org/savethepillow](https://BFIDSA.org/savethepillow) to get the attention of lawmakers. Tag @BFIDSA and #SavethePillow in your posts, as well as the @US Product Consumer Safety Commission and your Member of Congress.