



**U.S. FOOD & DRUG  
ADMINISTRATION**

FDA Office of Women's Health

# PREGNANCY Social Media Toolkit



[www.fda.gov/pregnancy](http://www.fda.gov/pregnancy)

# FDA OWH Pregnancy Social Media Toolkit

Finding out you're pregnant can be very exciting. It can also be overwhelming and you may have lots of questions about how you and your baby can stay healthy. The U.S. Food and Drug Administration's (FDA) Office of Women's Health [pregnancy website](#) has resources to help you stay informed about food safety and medication use during pregnancy. The website also offers resources on breast pumps and other baby products, health tips for new moms, information on health topics like diabetes and depression, and details on how to sign up for a pregnancy registry.

FDA encourages you to share these pregnancy resources with women in your community through social media. If you're a healthcare provider, these resources can add to your conversations with your patients about healthy eating, foodborne illnesses, safe medication use, and management of chronic illnesses. Share these resources on your social media channels to keep your audience informed about pregnancy safety.

## Table of Contents

- [Sample Tweets](#)
- [Sample Facebook Posts](#)
- [Sample Blog Posts](#)

## Sample Tweets

### Consumer Tweets

1. Expectant mothers: Are you looking for health resources for you and your baby? Learn how to make healthy choices during your pregnancy: <https://go.usa.gov/xmdcx>
2. New moms! It's hard to balance taking care of yourself and your baby. Try to find time for you. For helpful resources and tips, go to: <https://go.usa.gov/xmdcx>
3. #DYK: There are 6 million pregnancies each year in the U.S. If you plan on getting pregnant, check out these resources to learn more about making good choices about foods, medicines, and other products: <https://go.usa.gov/xmdcx>
4. Do you need to take medication while pregnant? Signing up for a pregnancy registry can help improve safety information for medicines used during pregnancy. Learn more: <https://go.usa.gov/xmdcW>
5. 50% of pregnant women say that they take at least one medicine. If you're pregnant, use these tips to help you learn more about how prescription and over-the-counter medicines might affect you and your baby: <https://go.usa.gov/xmdcY>
6. Are you an expecting mom who has diabetes? Check out these resources to help you talk to your health care provider about how to manage diabetes during your pregnancy: <https://go.usa.gov/xmdcK>
7. Proper management of diabetes is important for you and your developing baby. If you had diabetes before pregnancy or developed gestational diabetes, use these resources to start a conversation with your healthcare provider about managing your diabetes: <https://go.usa.gov/xmdcK>
8. Good food safety practices are important during your pregnancy. Check out these tips to protect you and your baby: <https://go.usa.gov/xmdcX>



9. Are you a new mom and have questions about breast pump safety? Check out these tips: <https://go.usa.gov/xmdcm>
10. Do you feel down or depressed after having your baby? You're not alone. Talk to your healthcare provider about your feelings and learn more about your treatment options: <https://go.usa.gov/xmdcy>
11. If you're struggling with depression during or after your pregnancy, talk to your doctor about the risks and benefits of taking depression medicines when pregnant or breastfeeding: <https://go.usa.gov/xmdcy>
12. It's important to protect yourself and your baby from foodborne illnesses. Follow these steps to keep you and your baby healthy: <https://go.usa.gov/xmdcp>
13. What you eat can affect the health of you and your baby. Check out these dietary tips to help you consume a balanced diet during your pregnancy: <https://go.usa.gov/xmdcf>
14. Are you pregnant and taking medicines? Stopping a medication can be harmful to some women with chronic health problems. Check with your healthcare provider to determine which medicines are safe: <https://go.usa.gov/xmdc7>
15. Need help deciding which prenatal vitamins are right for you? Talk to your healthcare provider about what kind you should take. For more medication safety tips during pregnancy, go to: <https://go.usa.gov/xmdcY>

## Professional Tweets

1. Start a conversation with your patients about safe medication use and pregnancy using these 4 tips: <https://go.usa.gov/xmdcY>
2. Searching for pregnancy and new mom resources for your patients? Check out FDA's pregnancy website: <https://go.usa.gov/xmdcx>
3. Talk to your patients about making safe food and medicine choices while pregnant. Share the FDA Office of Women's Health's trusted resources: <https://go.usa.gov/xmdcx>
4. Do you have pregnant patients who are taking medications? Encourage them to sign up for a pregnancy registry: <https://go.usa.gov/xmdcW>

## Sample Facebook Posts

### Consumer Posts

1. Are you an expectant mom? Congratulations! This is a very exciting time and you may have lots of questions about how to keep you and your baby healthy. FDA's pregnancy website offers resources to help you make informed choices about medicines, foods and more: [www.fda.gov/pregnancy](http://www.fda.gov/pregnancy).
2. Half of pregnant women say they take at least one medicine. Some women take medicines for health problems, like diabetes or high blood pressure, which can get worse during pregnancy. Here are tips from FDA to help you learn more about how prescription and over-the-counter medicines might affect you and your baby:
  - a. Ask Questions
  - b. Read the Label
  - c. Be Smart Online

#### d. Report Problems

Learn more here: <https://go.usa.gov/xmdcY>

### Professional Posts

1. Pregnancy can be exciting and overwhelming at the same time for women. Guide your patients through their pregnancy journey with trusted resources about medicine use, food safety, and more from FDA's Office of Women's Health: [www.fda.gov/pregnancy](http://www.fda.gov/pregnancy)
2. Pregnancy registries can help you and your patients make informed decisions about medicine use during pregnancy. If you have a pregnant patient who is currently taking a medication, encourage her to sign up for a registry: [www.fda.gov/pregnancyregistries](http://www.fda.gov/pregnancyregistries)

## Sample Blog Posts

### Consumer Blog

Becoming pregnant can be a really exciting time in your life. Many expecting moms – especially those who are pregnant for the first time – will have lots of questions about which prenatal vitamins to take, what foods to eat, and whether or not it's safe to take certain medications. FDA has information on these topics and more at [www.fda.gov/pregnancy](http://www.fda.gov/pregnancy).

Good food safety practices are important during your pregnancy and for a lifetime! Make safe food handling a priority while pregnant to protect you and your family from foodborne illness. Lower your risk by limiting or avoiding the following foods: certain ready-to-eat foods, refrigerated smoked fish, refrigerated luncheon meats, and soft cheeses made from unpasteurized milk.

Food choices during pregnancy are as important as how you manage your medicines. Many women need to take medicines while they're pregnant. If you're unsure how medicines will affect your baby, talk with your healthcare provider about which medicines are safe. Even headache or pain medicine may not be safe during certain times in your pregnancy.

You should also ask your healthcare provider about Pregnancy Exposure Registries, where you can share your experience with medicines. Your participation can help other pregnant women and doctors learn more about medication safety during pregnancy. Check to see if there's a registry for a medicine you are taking by visiting: [www.fda.gov/pregnancyregistries](http://www.fda.gov/pregnancyregistries).

### Professional Blog

Expectant mothers are transitioning into what is likely one of the most exciting times in their lives: parenthood. They may have many questions about what to eat and whether or not medicines will affect them and their babies. Most importantly, they'll look to you for advice.



The FDA Office of Women’s Health has trusted resources you can use to start a conversation with your patients about food safety and medication use during pregnancy. You can encourage your patients to enroll in a [pregnancy exposure registry](#), which can help improve safety information available for other pregnant women and their providers. Additionally, you can remind them to ask questions and point them to specific FDA resources on topics including:

- [Medicine and Pregnancy](#) – provides information on how prescription and over-the-counter medicines might affect expecting moms and their babies
- [Food Safety](#) – offers resources to help pregnant women make healthy food choices
- [Diabetes and Pregnancy](#) – includes materials to help women talk to their providers about managing diabetes during pregnancy
- [Depression and Pregnancy](#) – offers information for women who experience depression before, during, and/or after pregnancy
- [Breast Pumps & Breastfeeding](#) – includes general tips on how to safely use a breast pump and store breast milk

For more tips, visit the FDA Office of Women’s Health pregnancy website: [www.fda.gov/pregnancy](http://www.fda.gov/pregnancy).

## Sample Graphics

Use these graphics on your Facebook or Twitter accounts to accompany the social media messages above.

### Facebook



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## Twitter



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