

SLEEP SAFE BABY

Social Media Toolkit



Get connected to more resources and support groups at sleepsafebaby.com

USE THIS TOOLKIT TO

- Raise awareness about safe infant sleep, such as through a #SleepSafeBaby activity.
- Normalize images of safe sleep practices.
- Celebrate caregivers' roles in keeping their babies sleeping safe and comfortable.

SleepSafe BABY

Adjust the tools in this kit to meet your or your organization's goals for SIDS awareness.

THIS TOOLKIT INCLUDES

- How to Post a #SleepSafeBaby Photo
- Shareable Content and Messaging
- Resources

Refer to this digital toolkit as often as you need to and together, we can reduce SIDS in Fresno.

How to Post a #SleepSafeBaby Photo



Help encourage safe sleep for babies by sharing messages and images using the **#SleepSafeBaby** hashtag.

Get connected to more resources and support groups at sleepsafebaby.com

YOU CAN

- Take a photo of baby in a safe sleep area and share it on your own social media. Make sure your photo follows the Before-You-Post Checklists guidance.
- If desired, include yourself with baby, next to the safe sleep area in the photo.
- Use the #SleepSafeBaby hashtag in the post.
- Invite your followers to post their own #SleepSafeBaby photos.



BEFORE-YOU-POST CHECKLISTS

Review these checklists before you post to make sure your photo and message are ready:

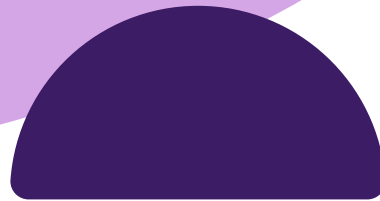
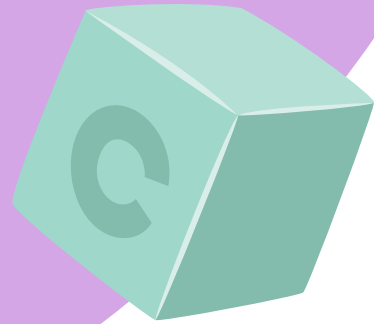
- Make sure you are using a safety-approved sleep space.*
- Place baby on their back. Baby can be asleep or awake for the photo.
- Remove items from baby's sleep space—including blankets, pillows, crib bumpers, pets, other children, or stuffed animals/toys. The space should have only a fitted sheet on a firm, flat, and level mattress.
- Remove any infant sleep positioning products or devices, especially those that claim to "prevent" SIDS and sleep-related deaths.
- If baby has a pacifier, make sure it is not clipped to baby's clothing or attached to anything, such as a string or toy.
- Have fun with your photos and posts!

* The American Academy of Pediatrics recommends parents use cribs. However, many families find bassinets or portable play yards with a firm, flat mattress and a fitted sheet more convenient, so the AAP have updated their recommendation to include these items.

Get connected to more resources and support groups at sleepsafebaby.com

SHAREABLE CONTENT AND MESSAGING

- Think About Your Messages
- Include a safe infant sleep message with your photo to help spread the word about safe sleep for babies. You can use these sample messages below as inspiration.
- Use #SleepSafeBaby and any other parenting hashtags that you follow or use on social media.
- Consider making your Facebook or Instagram post public so that your post can be seen and shared by others and following #SleepSafeBaby.



Sample Messaging

FRESNO PARENTS! Help us Protect Babies From SIDS

As a parent, you know what's best for your baby. Sleep Safe Baby wants to help protect your little one from sudden infant death syndrome (SIDS). Learn how to keep your baby sleeping safe and comfortable and join the Safe Sleep Movement! #SleepSafeBaby

Keep Babies Sleeping Safe & Comfortable!

Sleep Safe Baby has been a great resource for me. They provided me with helpful tools and tips to keep my baby sleeping safe and comfortable. Join the safe sleep movement and help us reduce sudden infant death syndrome (SIDS) in Fresno. #SleepSafeBaby

Join the Safe Sleep Movement and Reduce SIDS

Did you know putting your baby to sleep on their back reduces the risk of sudden infant death syndrome (SIDS) by more than 50%! Learn how to set up your bedroom and download helpful guides to keep your baby sleeping safely at sleepsafebaby.com. #SleepSafeBaby

Get connected to more resources and support groups at sleepsafebaby.com



SHARE POSTS FROM OTHERS IN FRESNO WITH YOUR SOCIAL PEERS

Show your support of reducing SIDS in Fresno by reposting **#SleepSafeBaby** posts from others in Fresno. Make sure you:

- Recognize **#SleepSafeBaby** photos that follow the safe infant sleep guidelines, and congratulate the original posters.
- Share the sleep safe baby guidelines and how to reduce the risk of SIDS.
- Respond to comment and questions. Together we can start a safe sleep discussion where mothers can talk freely about challenges and experiences.

Resources

[Printable brochure](#)

Print this brochure to display in popular locations and share during community events.



SleepSafe BABY