

Media Kit

The Official Social Media Toolkit for NJ Supports Breastfeeding.
Learn More at NJSupportsBreastfeeding.org



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01 Toolkit Introduction

This toolkit is designed to help individuals, organizations, and communities advance the goal of NJ Supports Breastfeeding: to normalize breastfeeding across New Jersey.

Inside, you'll find ready-to-use infographics, social media captions, and other resources to make sharing accurate, culturally competent, and engaging information easy.

Whether you're a parent, healthcare provider, or community advocate, these materials are here to help you spread awareness, normalize breastfeeding, and empower families with the information and support they need.

Tailor the following texts to your specific audience and social media channels. Consider using the hashtag [#NJSupportsBreastfeeding](https://NJSupportsBreastfeeding.org) whenever possible.



Target Audience: Families

Expecting a baby? Take a breastfeeding class to learn what to expect and helpful tips for the first few days. Find out where classes are located at njsupportsbreastfeeding.org

#BreastfeedingClass #PrepareToBreastfeed

Get ready for your next prenatal visit by bringing a list of questions about breastfeeding to ask your healthcare provider.

Visit njsupportsbreastfeeding.org for more tips on preparing to breastfeed.

#PrepareToBreastfeed #BreastfeedingQuestions

Pump During the Workday

✨ Returning to work? Keep your milk supply strong by pumping during the day. Your body and baby will thank you!

➡ Learn how to plan ahead at njsupportsbreastfeeding.org

#BreastfeedingSupport #PumpingAtWork #NJSupportsBreastfeeding

Know Your Legal Rights

💪 In New Jersey, you have the right to pump at work. Don't be afraid to advocate for yourself—you're protected by law!

✅ Know your rights at njsupportsbreastfeeding.org

#KnowYourRights #NJBreastfeeds #NJSupportsBreastfeeding

Arrange a Place to Pump

📁 Talk to your employer before returning to work to arrange a clean, private space to pump—NOT a bathroom!

📌 Tips & tools: njsupportsbreastfeeding.org

#BackToWork #PumpingMoms #NJSupportsBreastfeeding

Store Your Milk Safely

 Keep your pumped milk fresh! Use a cooler bag with ice packs or a fridge to store milk safely while at work.

 Get milk storage guidelines at njsupportsbreastfeeding.org
#BreastmilkStorage #WorkingMomLife #NJSupportsBreastfeeding

Target Audience: Fathers/Partners

Did you know? When partners are engaged, families are more likely to continue breastfeeding.

When fathers are better informed and educated, families are more likely to continue breastfeeding! Encourage and invite dads, partners, and support people into the conversation! Learn strategies and more at NJSupportsBreastfeeding.org

#BreastfeedingforFathers #NormalizingBreastfeeding

Target Audience: Healthcare Providers

Looking to strengthen your support for breastfeeding families?

Visit njsupportsbreastfeeding.org—the first website of its kind built specifically for professionals.

Access trimester-by-trimester talking points, links to microlearning videos on various breastfeeding medicine, evidence-based breastfeeding management tips, and resources for addressing common lactation challenges.

#ProvidersforBreastfeeding #NormalizeBreastfeeding

Discover clinical tools, lactation education, and guidance to support every family's infant feeding journey at [NJ Supports Breastfeeding.org](https://NJSupportsBreastfeeding.org). Learn how providers can support breastfeeding, chestfeeding, and human milk feeding with evidence-based strategies and prenatal care resources—trimester by trimester.

Healthcare professionals—your role is vital in educating, guiding, and empowering families from the very start.

 Learn more + access tools: njsupportsbreastfeeding.org

Video Captions

Video #1 - Preparing to Breastfeed

Every mom's journey is different — hear how these amazing women prepared for breastfeeding, in their own words.

Visit njsupportsbreastfeeding.org for breastfeeding information and resources.

#BreastfeedingJourney #NewMomLife #NJSupportsBreastfeeding

[Download Video #1](#)

Video #2 - Myths

Breastfeeding: not always what you expect. These moms are setting the record straight about breastfeeding.

Visit njsupportsbreastfeeding.org for breastfeeding information and resources

#RealMomTalk #BreastfeedingRealities #NJSupportsBreastfeeding

[Download Video #2](#)

Video #3 - Support Systems

Breastfeeding isn't something we do alone – and we shouldn't have to. Hear what real moms say about the support that truly matters.

Visit njsupportsbreastfeeding.org for breastfeeding information and resources

#BreastfeedingSupportMatters #BreastfeedingJourney #NJSupportsBreastfeeding

[Download Video #3](#)

Video #4 - Unexpected Benefits

Nobody told us breastfeeding could do this for *us*. Hear the real, unexpected ways it impacted these moms.

Visit njsupportsbreastfeeding.org for breastfeeding information and resources

#MomTruths #BreastfeedingJourney #NJSupportsBreastfeeding

[Download Video #4](#)

Video #5 - Advice

Breastfeeding isn't always easy – but these moms have been there, and they're sharing what helped them keep going.

Visit njsupportsbreastfeeding.org for breastfeeding information and resources

#BreastfeedingTips #MomToMomAdvice #NJSupportsBreastfeeding

[Download Video #5](#)



Graphics

Use these graphics across all social media platforms, emails, websites, newsletters, blogs, or other print and digital communications. Graphics are available in English, Spanish, and Haitian Creole.

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