



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



FDA OFFICE OF WOMEN'S HEALTH

Pregnancy: Partner Social Media Toolkit

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 (FDA) Office of Women's Health [pregnancy website](#) has resources to help you stay informed about food safety and using medicines during pregnancy. The website also offers resources on breast pumps and other baby products, health tips for new parents, information on health topics like diabetes and depression, and details on how to sign up for a pregnancy exposure registry.

FDA encourages you to share these pregnancy resources with your community. If you're a health care provider, these resources can add to your conversations with your pregnant patients about healthy eating, foodborne illnesses, safe medicine use, and managing chronic illnesses. Share this information to keep your audience informed about pregnancy safety and FDA resources.

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Sample X Posts

Consumer Posts

1. Are you pregnant or planning to become pregnant? Learn how to make healthy choices during your #pregnancy with resources from [@FDAWomen](#): www.fda.gov/pregnancy.
2. As a new parent, it can be hard to balance taking care of yourself and your baby, but you can still make time for you. Find helpful resources and tips from [@FDAWomen](#): www.fda.gov/pregnancy.

Health Care Professionals Posts

1. Are you searching for #pregnancy or new parent resources for your patients? Check out [@FDAWomen](#) pregnancy resources: www.fda.gov/pregnancy.
2. Health care providers: Start a conversation with your patients about safe medication use and #pregnancy with these resources from [@FDAWomen](#): www.fda.gov/medicineandpregnancy.
3. Talk with your patients about making safe food and medicine choices while #pregnant. Share trusted resources from [@FDAWomen](#): www.fda.gov/pregnancy.
4. Do you have pregnant patients with #diabetes? [@FDAWomen](#) has resources to help you talk with them about how to manage their diabetes during #pregnancy. Find out more here: www.fda.gov/consumers/womens-health-topics/women-and-diabetes#Diabetes_and_Pregnancy.

Sample Facebook Posts

Consumer Posts

1. If you're pregnant and taking medicines, you're not alone. In fact, 80% of pregnant women say that they take at least one medicine. Use these tips from @U.S. Food and Drug Administration Office of Women's Health to help you learn more about how prescription and over-the-counter medicines might affect you and your baby: www.fda.gov/medicineandpregnancy.
2. Are you expecting? Congratulations! You may be excited, and you might have a lot of questions about how to keep you and your baby healthy. @U.S. Food and Drug Administration Office of Women's Health has resources to help you make informed choices about medicines, foods, and more during your pregnancy: www.fda.gov/pregnancy.
3. If you're struggling with depression during or after your pregnancy, help is available. Talk with your health care provider about your feelings and the risks and benefits of taking depression medicines when pregnant or breastfeeding. Find more information on pregnancy and postpartum depression from @U.S. Food and Drug Administration Office of Women's Health and call or text the @Health Resources and Services Administration (HRSA) National Maternal Mental Health Hotline at 1-833-TLC-MAMA (1-833-852-6262). www.fda.gov/depressionandpregnancy.

Health Care Professionals Posts

1. Pregnancy is an exciting time, but it can also be overwhelming for some patients. Use this information from @U.S. Food and Drug Administration Office of Women's Health to help guide your patients through their pregnancy with trusted resources about medicine use, food safety, and more: www.fda.gov/pregnancy.
2. Pregnancy exposure registries are research studies that collect information about the effect that prescription medicines taken or vaccines received during pregnancy may have on pregnant people and their developing fetus. If you have a pregnant patient who is currently taking a medication or received a vaccine, encourage them to sign up for a registry. @U.S. Food and Drug Administration Office of Women's Health can help you get the conversation started. www.fda.gov/pregnancyregistries.
3. There are about 6 million pregnancies in the U.S. each year, and 80% of those who are pregnant say that they take at least one medicine. Pregnancy exposure registries can help you and others learn more about the safety of medicines and vaccines used during pregnancy. Find out more from @U.S. Food and Drug Administration Office of Women's Health: www.fda.gov/pregnancyregistries.
4. As a health care professional, you can play a big role in helping your pregnant patients keep themselves and their babies safe. @U.S. Food and Drug Administration Office of Women's Health has trusted resources to help your patients: www.fda.gov/pregnancy.

Sample Instagram Posts

Consumer Posts

1. Managing diabetes is important, especially during pregnancy. If you had diabetes before you became pregnant or developed gestational diabetes, talk with your health care provider about managing your diabetes with resources from @FDA Office of Women's Health. #FDAWomen #WomensHealth #Diabetes #Pregnancy
2. Foodborne illness is a serious health risk for pregnant people and their unborn babies. One way that you can help prevent foodborne illness is by making sure your hands and kitchen surfaces are clean before and while you prepare food. @FDA Office of Women's Health has food safety tips to keep you and your baby safe. #FDAWomen #WomensHealth #FoodSafety
3. Pregnancy can be an exciting time but can also be overwhelming for some people. @FDA Office of Women's Health offers resources to help you make informed choices about medicines, foods and more during pregnancy. #FDAWomen #WomensHealth #FoodSafety #Medicine
4. There are about 6 million pregnancies in the U.S. each year, and 80% of those who are pregnant say that they take at least one medicine. Some people take medicines for health problems, like diabetes or high blood pressure, which can get worse during pregnancy. Read these tips from @FDA Office of Women's Health to help you learn more about how prescription and over-the-counter medicines might affect you and your baby:
 - Ask questions
 - Read the label
 - Ask your health care provider about information you read online
 - Report problems

#FDAWomen #WomensHealth #Medicine #Expecting #Pregnancy

Sample Blog Posts

Consumer Blog

Becoming pregnant can be an exciting time in your life, especially if this is your first pregnancy. You may have lots of questions on what foods to eat and whether it's safe to take certain medicines. FDA Office of Women's Health has information on these topics and more at 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. You can also lower your risk by limiting or avoiding the [following foods](#): certain ready-to-eat foods, refrigerated smoked fish (unless it's in a cooked dish), refrigerated luncheon meats (unless they're reheated until steaming hot), and soft cheeses made from unpasteurized milk.

Managing your medicines during pregnancy is as important as the food choices you make. Many people need to take medicines while pregnant. If you're unsure how medicines will affect your baby, talk with your health care provider about which medicines are right for you.

You should also talk with your health care provider about [pregnancy exposure registries](#), where you can share your experience with medicines taken or vaccines received during pregnancy. Your participation is voluntary and can help others who are pregnant and health care providers learn more about medication and vaccine safety during pregnancy. Check to see if there's a registry for a medicine you are taking or a vaccine you have received by visiting this [FDA website](#).

Health Care Professionals Blog

Pregnancy and transitioning into parenthood can be one of the most exciting times in your patient's life. Your patients may have many questions about what to eat and whether medicines will affect them and their babies. Most importantly, they'll look to you for advice.

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 them to volunteer to enroll in a [pregnancy exposure registry](#), which can help improve medication and vaccine safety information available for others who are pregnant and their health care providers. Additionally, you can remind your patients 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 those who are pregnant and their babies.
- [Food Safety](#): Offers resources to help pregnant people make healthy food choices.
- [Infant Formula](#): Explains how FDA oversees the safety and nutritional quality of infant formula.
- [Diabetes and Pregnancy](#): Includes materials to help pregnant people talk with their health care providers about managing diabetes during pregnancy.
- [Depression and Pregnancy](#): Offers information for those who experience depression before, during, and/or after pregnancy.
- [Breast Pumps and 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.

Sample Graphics

Use these graphics on your social media channels to accompany the messages above.
[Download the graphic files \(.zip\).](#)

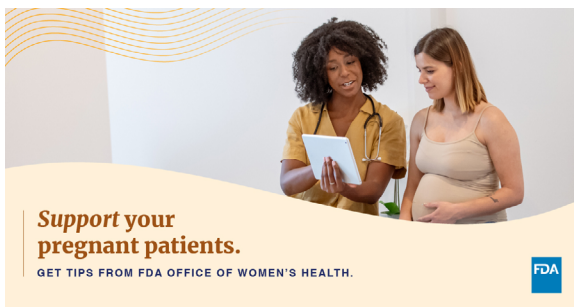
Blog Header – 788 x 450px



X – 1200 x 675px



Facebook – 1200 x 630px



Instagram – 1080 x 1080px

