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Hello NPN Partners,

I am pleased to share with you the first edition of the FASD NPN Communications Bulletin. The purpose of this bi-monthly bulletin is to highlight project-related social media messages, encourage cross-promotion, promote resource sharing, and amplify consistent messaging.

If you would like to add someone to the FASD NPN Communications Bulletin mailing list or be removed, please reply to this message or email Katherine.Chyka@orau.org.

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FASD NPN Communications Bulletin

A collection of content updates and tips
Issue 1 | April 2023

NPN Content Stream

Between January 1 and March 20, the FASD NPN disseminated **239 social media posts** about prenatal alcohol and polysubstance use and FASDs reaching approximately **1,240,595 people**.

[ACOG \(American College of Obstetricians and Gynecologists\)](#) **shared their newly updated patient infographic about marijuana and pregnancy**

[Retweet this post on Twitter](#)

[Share this post to your Instagram story](#)



[FASD United](#) promoted the national reach of their **FASD Family Navigator**

[Retweet this post on Twitter](#)

[Share this post on Facebook](#)

[Share this post to your Instagram story](#)

The FASD Family Navigator program “provides individuals living with FASDs, their family members, caregivers and supporters with expert, confidential support and referrals. This service is free and does not require a referral.”



MAP (Medical Assistant Partnership for Healthy Pregnancies and Families) promoted ACOG’s updated patient infographics

[Posts featuring ACOG’s infographic about marijuana and pregnancy](#)

[Retweet this post on Twitter](#)

[Share this post to your Instagram story](#)

[Posts featuring ACOG’s infographic about opioid use disorder and pregnancy](#)

[Retweet this post on Twitter](#)

[Share this post to your Instagram story](#)

[Posts featuring ACOG’s infographic about alcohol and pregnancy](#)

[Retweet this post on Twitter \(English\)](#)

[Retweet this post on Twitter \(Spanish\)](#)

[Share this post to your Instagram story \(English\)](#)

[\(English\)](#)



AAP’s (American Academy of Pediatrics) educational webinar series about FASDs was shared by FASD United and MAP

Posts from FASD United

[Retweet post on Twitter](#)

[Share this post on Facebook](#)

[Share this post to your Instagram story](#)

Posts from MAP

[Retweet post on Twitter](#)

[Share this post to your Instagram story](#)

The webinar sessions will focus on “identifying and diagnosing conditions on the continuum of FASD, caring for children with an FASD, addressing stigma and bias related to prenatal alcohol exposure, and neurobehavioral disorder associated with prenatal alcohol exposure (ND-PAE).”



FASD United shared educational messages during the World Birth Defects Day Twitter Chat

Five posts from the Twitter Chat

[Like or retweet on Twitter](#)

[Like or retweet on Twitter](#)

[Like or retweet on Twitter](#)

[Like or retweet on Twitter](#)

[Like or retweet on Twitter](#)



MAP celebrated continued partnership supported through CDC's cooperative agreement funding

[Like this post on Twitter](#)

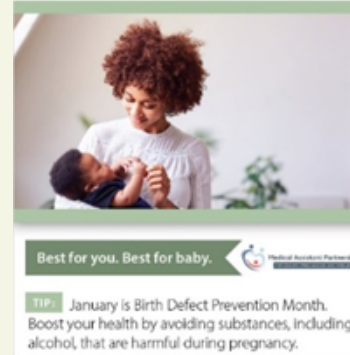
[Like this post on Instagram](#)



MAP shared a pregnancy health tip for Birth Defects Prevention Month

[Like this post on Twitter](#)

[Like this post on Instagram](#)



ACOG's Birth Defects Awareness Month posts featured FASD ob-gyn champions

Post featuring Joy Baker, MD, FACOG

[Share this Reel to your Instagram story](#)

Posts featuring Samuel Bauer, MD, FACOG

[Retweet this post on Twitter](#)

[Share this Reel to your Instagram story](#)



NPN Digital Toolkit Updates

ORAU anticipates launching the Digital Toolkit this summer. In the interim, use this section to explore resources that will be available on the Toolkit in the future.

Follow other FASD NPN members on social media!

AAFP (The American Academy of Family Physicians)

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

AAMA (The American Association of Medical Assistants)

Project Partner: University of Nevada, Reno

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

AAP (The American Academy of Pediatrics)

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

ACNM (The American College of Nurse-Midwives)

Project Partner: University of Anchorage Alaska

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

ACOG (The American College of Obstetricians and Gynecologists)

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

AWHONN (The Association of Women's Health, Obstetric and Neonatal Nurses)

Project Partner: University of Anchorage Alaska

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

FASD United

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

MAP (Medical Assistant Partnership for Healthy Pregnancies and Families)

Project Partner: University of Nevada, Reno

[Follow on Twitter](#) | [Follow on Instagram](#)

NACCHO (National Association of County and City Health Officials)

Project Partner: Montana State University

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

NASW (The National Association of Social Workers)

Project Partner: The University of Texas at Austin

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

NPWH (Nurse Practitioners in Women's Health)

Project Partner: University of Anchorage Alaska

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

ORAU (Oak Ridge Associated Universities)

[Follow on Twitter](#) | [Follow on Instagram](#) | [Follow on Facebook](#)

Quick Tips

3 Tips for Writing Effective Social Media Captions

1. Create captions with intention

Think about the reason why you're posting. Focus on the intent of the

post and then write a caption to support that goal.

- Are you informing your audience about a topic?
- Are you sharing a story?
- Are you encouraging your followers to take a specific action?

Defining the overall goal of the post will help you write more clear and effective captions.

2. Include a clear call to action (if appropriate)

If you want your audience to take a specific action, tell them exactly what to do and make it easy for them to do it. Not every post needs a call to action (CTA) – let the goal inform your decision. Example CTAs:

- Learn more at www.yourURLhere.com
- Download resources to share with your patients at www.yourURLhere.com
- Register for this webinar by clicking the link in our bio (*for Instagram*)

3. Tailor captions for each social network

Each social media platform has its own features and limitations (e.g., character counts, clickable URLs). The way to get the most engagement on Twitter is different than on Instagram. Explore the resources below for tips on tailoring captions for each social network.

- [Tips for Twitter](#)
- [Tips for Instagram](#)
- [Tips for Facebook](#)

The FASD NPN Communications Bulletin is created by ORAU.
Please send any questions, corrections, or suggestions to [Katherine Chyka](#).

Want something included in the next bi-monthly bulletin?
[Let us know](#). We'd love to hear from you!