



FASD NPN Communications Bulletin

A collection of content updates and tips

Issue 2 | June 2023

NPN Content Stream

Between March 21 and May 23, the FASD NPN disseminated **280 social media posts** about prenatal alcohol and polysubstance use and FASDs reaching approximately **3,578,468 people**.

FASD United shared the lived experience of someone Living Well with FASD

[Retweet this post on Twitter](#)

[Share this post on Facebook](#)

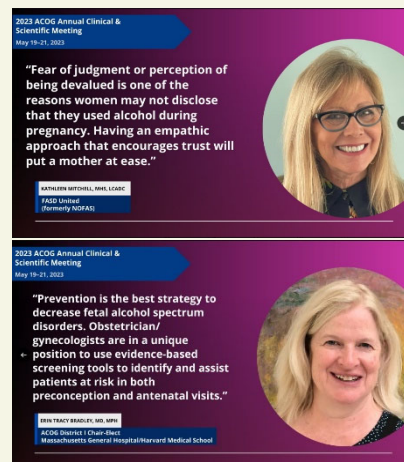
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☆ **NPN Project Collaboration Spotlight** ☆
Quotes from Kathy Mitchell (FASD United) and Dr. Erin Bradley (ACOG FASD champion) were featured in a post promoting their session at ACOG's Annual Clinical & Scientific Meeting

Kathy and Erin led a session entitled, "Fetal Alcohol Spectrum Disorders (FASD): Prevention is Key"

[Like this post on Twitter](#)



ACOG promoted their Tobacco, Alcohol, Drugs, and Pregnancy FAQs for National Alcohol and Other Drug-Related Birth Defects Awareness Week

[Retweet this post on Twitter](#)

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



FASD United promoted their FASD Family Navigator Team

[Retweet post on Twitter](#)

[Share this post on Facebook](#)

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

"Supporting the #FASD community is what our Family Navigation Team do best! If you or someone you know need informed, confidential care – we're ready to help."

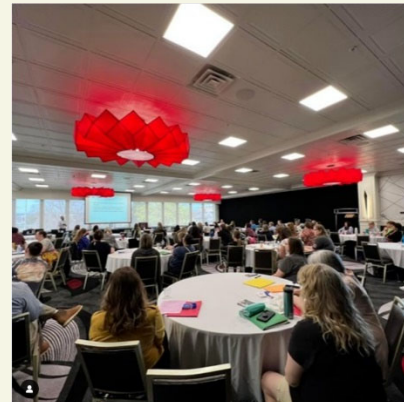


University of Nevada, Reno/AAMA's Medical Assistant Partnership for Healthy Pregnancies and Families (MAP) highlighted a FASD Champion's presentation at the Washington State Medical Assistant Conference

Donna Gallagher presented Language Matters: Communication Strategies to Promote Alcohol-Free Pregnancies

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UT-Austin/NASW announced an article on Preventing Fetal Alcohol Spectrum Disorders in Social Work Advocates magazine

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[Like this post on Instagram](#)



UT-Austin/[NASW](#) highlighted the NPN in a recent episode of the *Social Work Talks Podcast: Preventing Fetal Alcohol Spectrum Disorders*

The episode featured **Mary Velasquez, PhD, and Anna Magnum, MSW, MPH**

[Retweet post on Twitter](#)

[Share this post on Facebook](#)

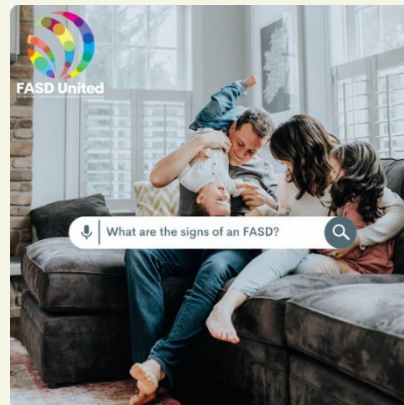
[Share this post to your Instagram story](#)



[FASD United](#) answered questions about FASD through their [#FASDSearches](#) campaign

View the [#FASDSearches](#) posts below and share on your preferred platform!

- Do FASD symptoms increase with age?
[Twitter](#) [Instagram](#) [Facebook](#)
- What are the signs of an FASD?
[Twitter](#) [Instagram](#) [Facebook](#)
- How much drinking causes FASD?
[Twitter](#) [Instagram](#) [Facebook](#)
- How do you know if your child has FASD?
[Twitter](#) [Instagram](#) [Facebook](#)
- Is FASD a form of Autism?
[Twitter](#) [Instagram](#) [Facebook](#)
- What is the life expectancy of people with FASD?
[Twitter](#) [Instagram](#) [Facebook](#)



[#AlcoholAwarenessMonth](#) was recognized across the FASD NPN

Get the highlights below or view full posts on your preferred platform:

[ACOG](#)

- Empowered ob-gyns to educate patients about alcohol and pregnancy | [Twitter](#) [Instagram](#)
- Provided FASD prevention information | [Twitter](#) [Instagram](#)

[AWHONN](#)

- Encouraged learning more about FASDs | [Twitter](#) [Facebook](#) [Instagram](#)

[FASD United](#)

- Shined a light on FASD and the lasting impact it has on individuals and families | [Twitter](#) [Facebook](#) [Instagram](#)

[MAP](#)

- Promoted their [alcohol awareness "Walk & Talk" products](#) to medical assistants | [Twitter](#)

[NASW](#)



- Highlighted positive impact of SBI on patient behavior | [Twitter](#) [Facebook](#) [Instagram](#)
- Offered tips to social workers for talking with clients about their drinking | [Twitter](#) [Facebook](#) [Instagram](#)

NPWH

- Encouraged WHNPs and APRNs to incorporate alcohol screening and brief intervention into patient visits | [Twitter](#) [Facebook](#) [Instagram](#)
- Promoted their CE course about SBI | [Twitter](#) [Facebook](#)



NPWH shared their position statement on the prevention of alcohol-exposed pregnancies

[Retweet post on Twitter](#)

[Share this post on Facebook](#)



“NPWH affirms that WHNPs and other APRNs who provide healthcare for women of reproductive age have a crucial role in preventing alcohol-exposed pregnancies. They have opportunities to educate women about the risks associated with drinking alcohol during pregnancy at encounters with well-woman, prepregnancy, contraception, prenatal, and other healthcare visits.”

ACOG shared their patient infographic about tobacco and pregnancy

[Retweet this post on Twitter](#)

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



☆ **NPN Social Media Collaboration Spotlight** ☆
MAP retweeted FASD United's post promoting an AAP webinar

The post included three NPN members
[View or like the post on Twitter](#)



Quick Tips

3 Ways to Avoid Social Media Scheduling Tool Pitfalls

A social media scheduling tool (SMST) is any software that automatically posts content to social media on your behalf. SMSTs can enhance efficiency, strategy, and organization, however, these tools also have drawbacks.

Pitfall #1: Tagging Errors

Tagging (or mentioning) other social media accounts in your post helps increase visibility and engagement. Tag attempts frequently fail when posting to more than one social network at a time via a SMST.

Successful Tag: "Thank you to our project partner [@CDC_NCBDDD!](#)"

Unsuccessful Tag: "Thank you to our project partner [@CDC_NCBDDD!](#)"

Tip #1

Follow the specific tagging instructions for your preferred SMST. If you're posting to more than one social network, extra steps are required to ensure successful tagging across networks. Each SMST has a unique process for multi-network tagging. Explore step-by-step instructions for your SMST:

- [Buffer](#)
- [Hootsuite](#)
- [Sprout Social](#)

Pitfall #2: Missed Engagement Opportunities

Scheduling posts using SMSTs can lead to missed opportunities to network and make connections. To benefit from the time and effort invested in social media marketing, put the networking back into social networks.

Tip #2

Find balance between generating content and engaging with accounts you follow. Spend 10-15 minutes a day actively engaging on social networks. Example activities:

- Retweet or share NPN posts
- [Quote tweet](#) relevant posts or research articles
- Comment on posts relevant to NPN topics

Pro Tip Schedule a recurring event on your calendar to encourage this habit.

Pitfall #3: Repetitive Content

SMSTs make it almost too easy to reschedule existing content. Posting exactly the same content over multiple days can be perceived as spam by your followers and [social network platforms](#).

Tip #3

Utilize a bird's-eye view to identify repetition in upcoming posts. Add variety to stale content by altering the post text and incorporating unique pictures, GIFs, or videos. Keep the overall structure and purpose - give your post a fresh coat of exterior paint and press schedule!

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!

