

SOCIAL MEDIA TOOLKIT

Looking for content to promote information and resources related to infant and young child feeding in preparation for or during an emergency? This Social Media Toolkit contains ready-to-go messages for posting on Facebook, Instagram, and X (formerly Twitter).

Feeding
Infants and
Toddlers
Based on the
Dietary
Guidelines for
Americans:
**Highlighting
Chinese and
Vietnamese
Heritage
Foods**

Within this toolkit:

- Timeline for Feeding Infants
- Introduction to Food Groups
- Choose Foods Low in Sugar and Sodium
- Recipe Tutorial: Nellie's Stew

How to use this tool:

Click on the "View Larger" link below the image, then right-click on the pop-up image to save to your desktop. There are two options available for images to upload graphic content in a social media post. Choose a post with a series of images or one image and the accompanying sample text. The sample text can be used for posts on Facebook, Instagram, and X (formerly known as Twitter).

Instructions for Instagram

URLs do not become active links when used in a feed post on Instagram. If you would like to direct Instagram users to an external webpage, use the "link" button or add a link in the bio.

To create a carousel in an Instagram feed:

1. Download the images.
2. Open your Instagram app and tap Add Post.
3. In the bottom right corner of the app, click Multiple-Image Post.
4. You can select up to 10 images or videos to include.
5. Tap Next.
6. Swipe to look through the images that you have selected.
7. When you're finished with your edits, tap next to add in the caption.
8. Click Share. Your carousel post is now uploaded on the Instagram feed and profile page.

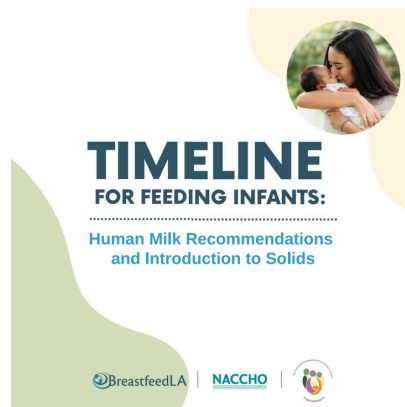
To view the accompanying nutrition education materials on NACCHO's website, [**click here**](#).

Post 1: Timeline for Feeding Infants

Media Platforms: *Instagram, Facebook*

Audience: *Parents, Caregivers, Healthcare providers*

Post text: Introducing a variety of flavorful, fresh foods early on plays a big role in developing healthy eating patterns. Here's how you can support your picky eater.



[View Larger](#)



[View Larger](#)



[View Larger](#)



[View Larger](#)

Post 2: Introduction to Food Groups

Media Platforms: *Instagram, Facebook*

Audience: *Parents, Caregivers, Healthcare providers*

Post text: Fuel your child's health, body and brain by introducing a variety of foods from all food groups! Embracing traditional dishes not only fosters healthy eating patterns but also strengthens your family's connection with your cultural heritage.



[View Larger](#)



[View Larger](#)



[View Larger](#)



[View Larger](#)



[View Larger](#)

Post 3: Choose Foods Low in Sugar and Sodium

Media Platforms: *Instagram, Facebook*

Audience: *Parents, Caregivers, Healthcare providers*

Post text: Breast milk is all the hydration and nutrition babies need in the first 6 months! Learn more about what your baby should drink at each stage of development.



[View Larger](#)



[View Larger](#)



[View Larger](#)



[View Larger](#)