



Social Media and Donor Retention

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#MilkDonor #DonorMilk #DonorMilkSavesLives

Who Do You Like and Follow?

Local, County, and State:

- 💧 BF Coalitions
- 💧 LLL Groups
- 💧 Doula Groups
- 💧 Private Facebook Moms' Groups
(become a member!)
- 💧 Milk Drops/Depots
- 💧 Other Milk Banks

Engage Your Donor

💙 Follow us, Like us!



Let's Be Friends!

- 💧 Not everyone you interact with has a business page
- 💧 Friend and follow people in your BF and birth communities
- 💧 HMBANA
- 💧 Local AAP
- 💧 WIC, DOH, and hospital staff

Who Are Your Milk Donors?

18-25	25-45	45-65
15%	82%	3%



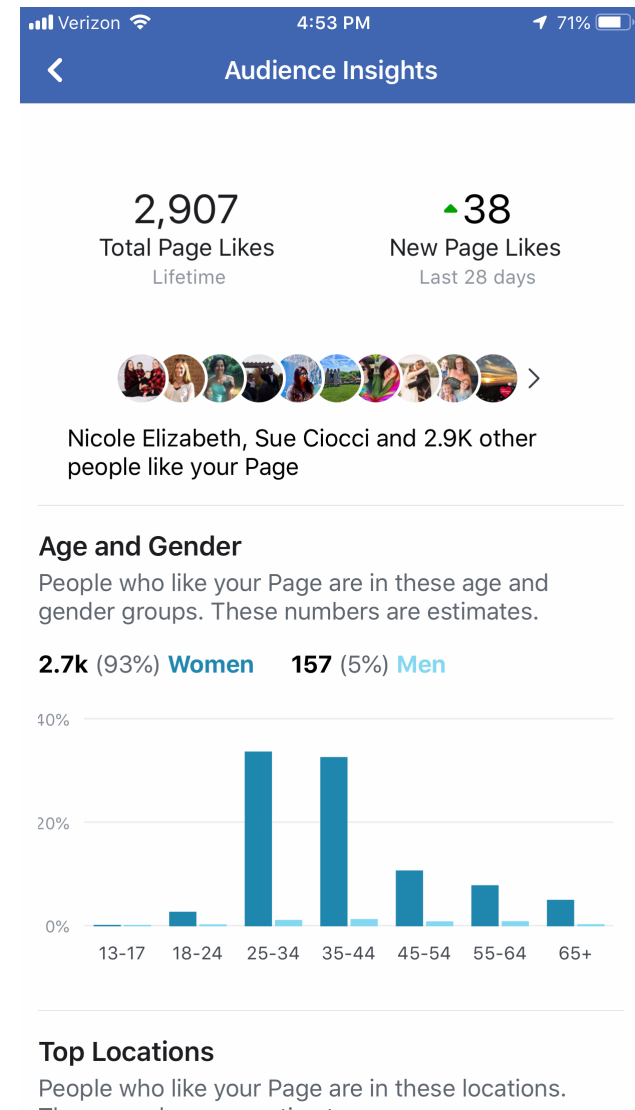
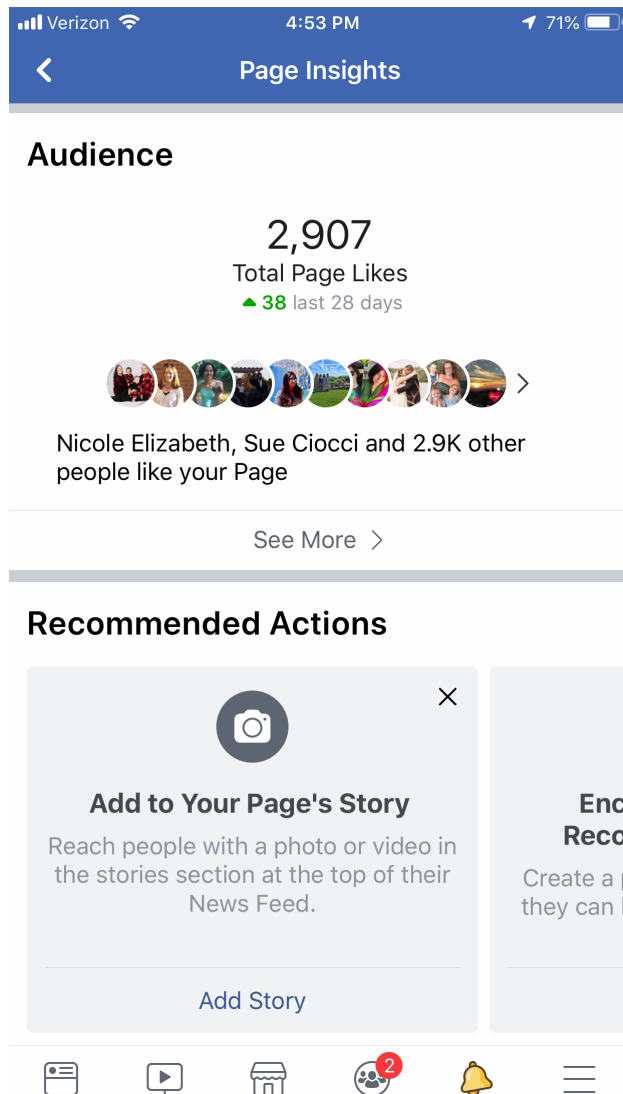
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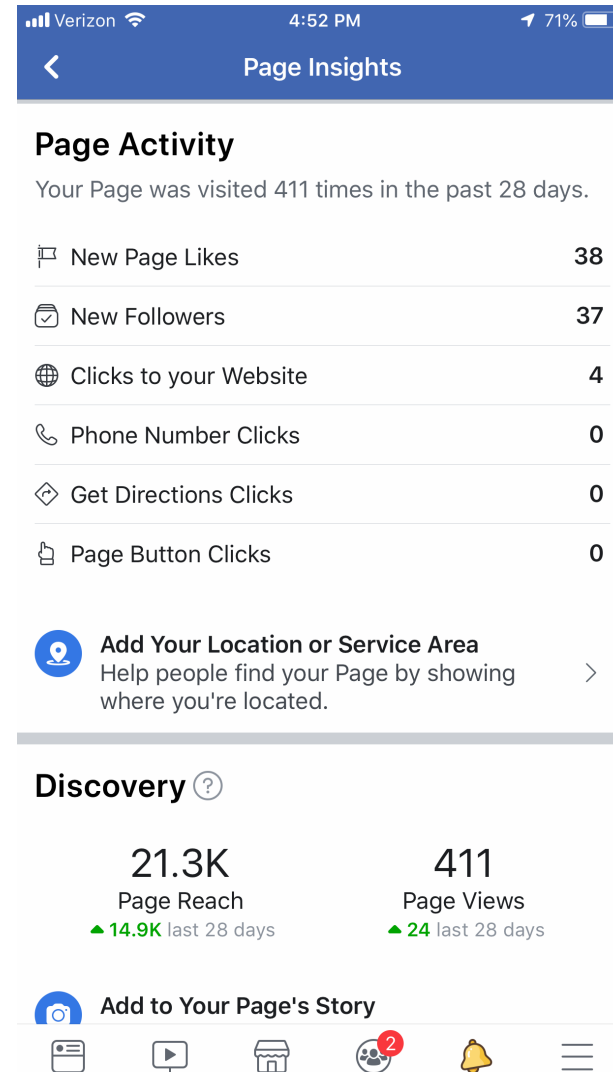
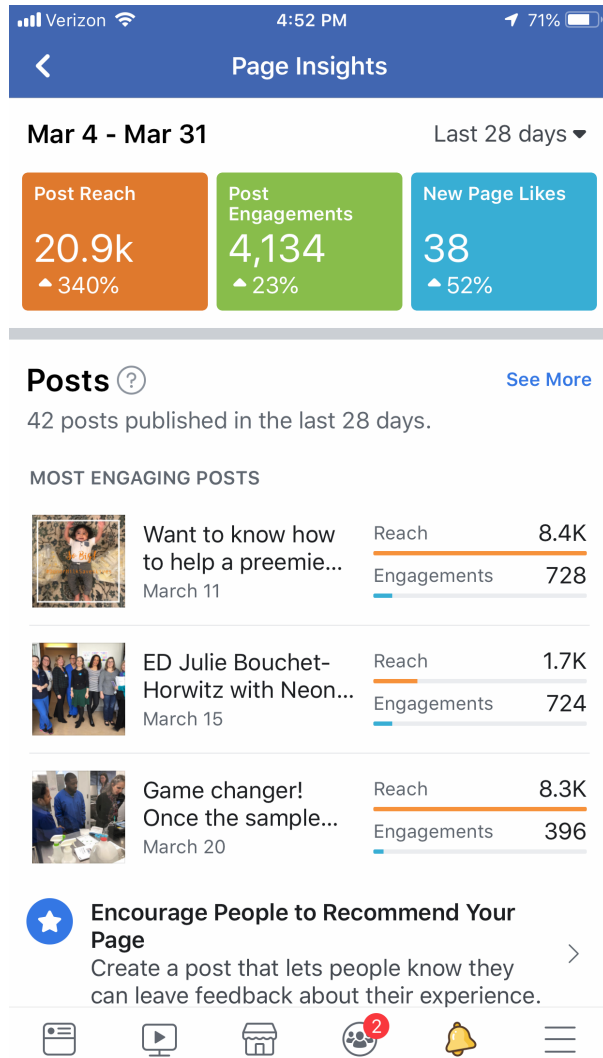
Get Engaged!

- 💧 Facebook: Which posts get more likes?
- 💧 Instagram: Which hashtags?
- 💧 Twitter: Colleagues over donors

Facebook Analytics



Facebook Analytics



Where to Start?

- ♡ “Take a photo of **your baby** “helping“ you pack up your milk. We would love a copy to share on our social media but we understand if you’d rather keep it private. If you don’t mind sharing it with us, please complete the attached Photo Release Form and email us the form and photo. If you’d like to share why milk donation is important to you, we’d love to hear it!”

Get Consent!



Photograph and Video Consent Form

I give permission to The New York Milk Bank to photograph or videotape myself and/or my infant(s) or to use an image I provide. By signing this form, I acknowledge that these images belong to The New York Milk Bank and are for the purpose of education, fund raising and the promotion of donor milk and not for any monetary gain. I am a:

- Parent
- Child
- Volunteer
- Other

Name: _____ Date: _____

Participant Signature _____

Parent/Guardian (if Participant is Under 18 years of age) Signature _____

Phone Number _____ Email Address _____

Thank you for your participation in our mission!

401 Columbus Avenue, Valhalla, New York 10595

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donatemilk@nymilkbank.org www.nymilkbank.org

Be Kind!



How to make the best of awkward or “unsafe” photos

So Big!



Be Kind!



Know Your Audience



Beautiful, Generous, Strong



*Second-time
milk donor
Danielle with
Baby Vincent,
Robert, &
Alexandria.
Beautiful.
Generous.
Strong.*

In Season



In Season



Love is all you need



In Season



Donors Dropping Milk



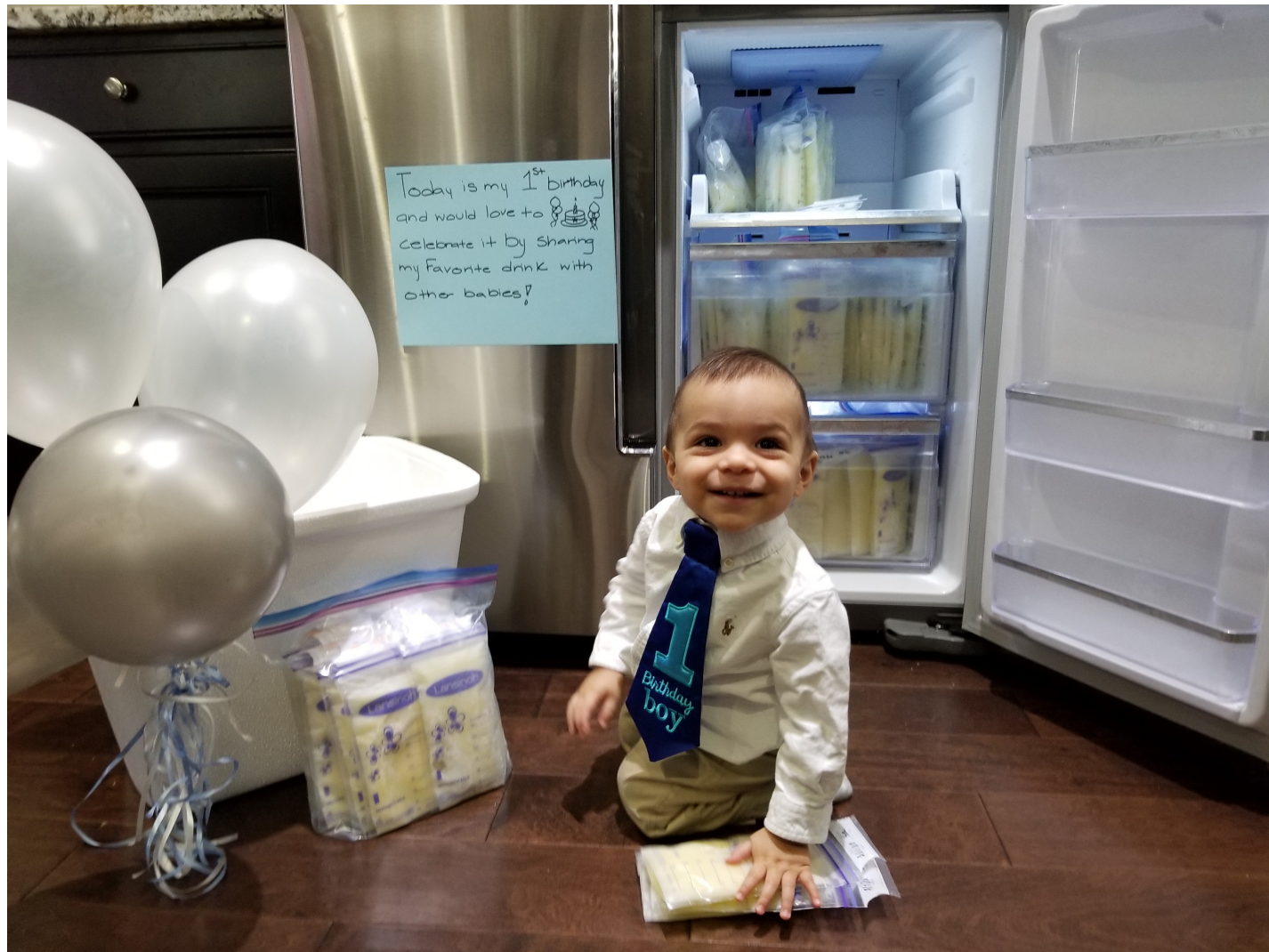
Donors Dropping Milk



Donors Dropping Milk



Simply Irresistible



Simply Irresistible



Simply Irresistible



Simply Irresistible



Simply Irresistible



Simply Irresistible



Celebrate Your Donor's Victories



Celebrate
every
tiny
victory.



"I am Bhairavi Modak, (NYMB) milk donor.

My daughter Mahya Sharma, 27 weeker still in Morristown NICU . . . is happy to share her part of liquid gold with all babies in need. Mahya's big sister Mehr Sharma, the most loving & understanding toddler who has been taking circumstances to the heart & eagerly waiting for her little sister's arrival home.

Until we became part of Morristown's NICU family; I wasn't aware that even 5 ml of mothers' milk could be an entire meal for those Preemie warriors while they thrive for life. I immediately decided to share the gift of love & life by donating my milk." "From one set of NICU parents to another; the Sharma family is so delighted to help by donating mothers' milk. ~ Arpit Sharma & His Three Precious M's (Meera, Mehr & Mahya) [#newyorkmilkbank](#) [#laidbacklactation](#) [#morristown](#) [#nicumom](#) [#prematurebaby](#) [#donatemilk](#) [#milkdonation](#) [#wednesdaymotivation](#)



Celebrate Your Donor's Victories



"Ever since I was a child I have heard my mom say that she wished she had known she could have donated her excess milk to babies in need. With that in mind, I immediately knew what to do when I realized I was making more milk than my little one needs. We're so thankful to be able to help other families and help babies be happy, healthy, and best of all full!"

- Victoria and Franklin

Celebrate Your Donor's Victories



From milk donor Kate, "I am excited to know that my excess milk will help make a difference for an infant in need.

Looking forward to being able to get enough together for another donation."

Thank you Kate and Baby Eleanor for this donation of over 300 ounces! [#donormilksaveslives](#)
[#sundaymorning](#)

Celebrate Your Donor's Victories



"I am a pediatric Physician Assistant and have had the fortune of helping to take care of premature babies. I witnessed the positive outcomes when these babies were given donated breastmilk. I couldn't be happier to share this "liquid gold"! Thank you milk donor Kerri & Baby Alexandra!"

In Conclusion

- 💧 Discover what engages your audience
- 💧 Post often: 10am, 1pm, and 4pm
- 💧 Post weekends
- 💧 Use stickers, backgrounds, cards
- 💧 Get your logo on your photos
- 💧 Cross-post if pressed for time
- 💧 Edit photos and text so everyone is shown in best light
- 💧 Invite people who like your posts to like your page

Thank You!



Questions? Call me. Roseanne: 212-956-6455, rrmotti@nymilkbank.org

