



Mobilizing the Healing Power of Mothers' Milk

2019 Symposium Communications Session

- **DO YOU HAVE A COMMUNICATIONS PLAN?**
- **DO YOU DO MARKETING?**
- **WHAT ARE YOUR MARCOMM PAIN POINTS?**
- **WHY ARE YOU IN THIS SESSION?**



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SMARTER KISS

- Specific
- Measurable
- Achievable, Assignable
(not Ass-U-Me-able)
- Relevant
- Timebound
- Evaluate
- Readjust

KEEP IT SIMPLE STUPID



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5 W'S AND AN H

- **WHO**
- **WHAT**
- **WHERE**
- **WHEN**
- **WHY**
- **HOW**



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WHO = VOICE

- **YOUR MILK BANK**
- **HMBANA**



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WHO = TARGET

- **HOSPITAL**
- **PERINATAL PROFESSIONALS**
- **MILK DONORS**
- **RECIPIENTS**
- **FINANCIAL DONORS**



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WHAT = MESSAGE

- **INTERNAL**
- **EXTERNAL**
- **OUTWARD BOUND**
- **INWARD BOUND**



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WHAT = GOALS

- **PLAN**
- **STRATEGY**
- **TACTICS**
- **BENCHMARKS**
- **SMARTER**



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WHERE = PLATFORM

- **IN PRINT**
- **ONLINE**
- **WEBSITE**
- **SOCIAL MEDIA CHANNELS**
- **PERSONAL NETWORKS**
- **OUTREACH TO HOSPITALS**
- **OUTREACH TO DONORS**



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WHEN = SCHEDULE

- **STRATEGY**
- **CAMPAIGNS**
- **CALENDAR**
- **CONNECTION TO SALES**
- **CONNECTION TO CAUSES**
- **DONOR COMMUNICATIONS – STAYING IN TOUCH**



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WHY = BENCHMARKS

- **IF YOU CAN'T MEASURE IT,
YOU CAN'T IMPROVE IT**
- **WHAT GETS MEASURED,
GETS MANAGED**



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HOW = PLAN

- **WHO, WHAT, WHERE, WHEN, WHY AND HOW**
- **PLANNING**
- **MAINTENANCE**
- **MAKING SIMPLE SMART GOALS**



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SOCIAL MEDIA (US)

- **YouTube: 73% Adults, 78% M, 68% F**
- **Facebook: 69% Adults, 63% M, 75% F**
- **Instagram: 37% Adults, 31% M, 43% F**
- **Pinterest: 28% Adults, 15% M, 42% F**
- **Twitter: 22% Adults, 24% M, 21% F**

Pew Research Center



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HASHTAG TIPS

- **DO YOUR RESEARCH**
- **CHECK USAGE ELSEWHERE**
- **CHOOSE SOMETHING POPULAR, IN USE, OR NATURAL**
- **CHOOSE SOMETHING RELEVANT**
- **THINK ABOUT YOUR PLATFORM**



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HMBANA MARCOMM

- **MARKETING COMMITTEE**
- **FACEBOOK MARCOMM GROUP**



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SOME HMBANA #'S

#DonorMilkEquity

#NonprofitMilkBanking

#NonprofitMilkBanks

#NonprofitDonorMilk

#HumanMilk

#DonorMilk

#MilkDonationDay

#NormalizeBreastfeeding