**National WIC Association**

**Community Outreach Social Media Content**

**Evergreen Content**

These posts were created to help your WIC agency engage with community partners on Facebook and/or Instagram. You can customize these posts to make them applicable to your agency and its partners. We recommend adding three to five relevant hashtags to each post.

**Post 1**

**Copy**: Today, we’re spotlighting our community partner, [insert name of organization]! They [insert description of the organization’s mission].

We love working toward a common goal with [name of organization]. Check out their Facebook/Instagram page for useful content about [insert topic]!

For more info, visit their website at [organization’s URL].

**Creative**:

**A picture containing text, screenshot, graphics, graphic design

Description automatically generated**

**Post 2**

**Copy**: We love our partner, [insert partner name]! Last week, [insert name of partner and an event they hosted, a tabling opportunity they attended, or an awareness holiday they celebrated].

[Partner name] and [your WIC agency name] work together to [insert your common interest/mission].

[Partner name] can help you [WIC participant’s desired activity, such as “get access to healthy food” or “schedule a doctor’s appointment” or “learn about baby growth development.”] Contact them today to learn more!

[insert partner’s website URL and phone number, if applicable]

**Creative**:

A red rectangular sign with white text

Description automatically generated with medium confidence

**Post 3**

**Copy**: Have you heard of [partner name] yet? They’re a local organization that aims to [insert partner mission].

When it comes to healthy food, breastfeeding support, health resources, and more [name of your WIC agency] has your back! When it comes to [insert topic/main offering of partner organization], [partner name] is the place to go.

These folks are ready to help, so give them a call or visit their website: [insert website URL]

**Creative**:

A blue square with white text

Description automatically generated with medium confidence