



Free To Feed: social media guide

Thank you for choosing to support the #FreeToFeed campaign! Your social media support is essential to ensure that mums can feel confident and supported if they choose to breastfeed in public.

If you have a breastfeeding story you'd like to share, or words of encouragement you'd like to give, please go ahead! Feel free to use our example posts below as a starting point, and whatever you post, please use #FreeToFeed and we'll repost and say hello.

Our channels if you'd like to follow along are:



[@LutonCommNHS](#) [@BedsCHS](#) [@FS_Luton](#)



[@LutonCommNHS](#) [@BedsCYP](#) [@FSLuton](#)



[@LutonCommNHS](#) [@FlyingStartLuton](#)

Free to feed is a Luton and Bedfordshire campaign led by Cambridgeshire Community Services NHS Trust and Flying Start Luton, with support from Luton Borough Council, Bedford Borough Council and Central Bedfordshire Council. Spread the word and find out more by searching #FreeToFeed on social media or visiting www.cambscommunityservices.nhs.uk/FreeToFeed



Posts for general supporters

Text

Breastfeeding is normal, healthy & important, so all mums & babies should be #FreeToFeed in public. Join me in sharing this new campaign supporting a mother's right to breastfeed when out & about:

www.cambscommunityservices.nhs.uk/FreeToFeed

Breastfeeding is amazing for a mum & her child, but can be challenging. That's why we should support mums to feel confident & #FreeToFeed in public:

www.cambscommunityservices.nhs.uk/FreeToFeed

"A mother wouldn't think twice about using a bottle in public, why should breastfeeding be any different?" Here's why mums and their children should be #FreeToFeed when out & about:

www.cambscommunityservices.nhs.uk/FreeToFeed

Attachment + download link



All mums & babies should be #FreeToFeed

[Download images here](#)



All mums & babies should be #FreeToFeed

[Download images here](#)



[View and download film here](#)

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Posts for businesses or venues

Text

Breastfeeding is normal, healthy & important, so all mums & babies should feel #FreeToFeed in public - including right here!

www.cambscommunityservices.nhs.uk/FreeToFeed

Mums & babies are #FreeToFeed here! We're happy to support breastfeeding mums, & be part of this campaign to help them feel more confident when out and about. Find out more here or ask a member of our staff: www.cambscommunityservices.nhs.uk/FreeToFeed

Attachment + download link



[Download images here](#)



[View and download film here](#)

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