

Newborn Screening Awareness Month 2016: Social Media Toolkit

September is Newborn Screening Awareness Month, and Baby's First Test is excited to celebrate all the reasons why newborn screening is important!

Throughout the month of September, Baby's First Test will be sharing newborn screening facts, videos and stories through our [Facebook](#), [Twitter](#) and [Instagram](#) channels as well as highlighting education and awareness efforts from communities and organizations across the nation.

Whether your mission for September is to learn more about newborn screening or you wish to share your story and experience with newborn screening, we hope our materials and resources are useful to you in your awareness efforts.

To help amplify your voice, we encourage you to use **#NBS2016** when you share a post, picture, or story. Last year, newborn screening related posts made *over three million* impressions during the month of September. This year, we hope to add to this success by reaching even more communities and families from across the United States!

SAMPLE TWEETS/FACEBOOK POSTS FOR INDIVIDUALS:

Copy the text, personalize it and add your own photo

- September is #newbornscreening awareness month! NBS is important because it gave my child a healthy start! #NBS2016
- My child is 1 of 12,000 newborns each year who is given a 2nd chance because of #newbornscreening! #NBS2016
- My child wouldn't be with us today had [insert your state's name] not screened [him/her] for [insert condition]. #NBS2016



- I am part of the #newbornscreening community because I (insert reason, activity or profession)! I'm proud to help babies have healthy lives. #NBS2016

SAMPLE TWEETS/FACEBOOK POSTS FOR ORGANIZATIONS:

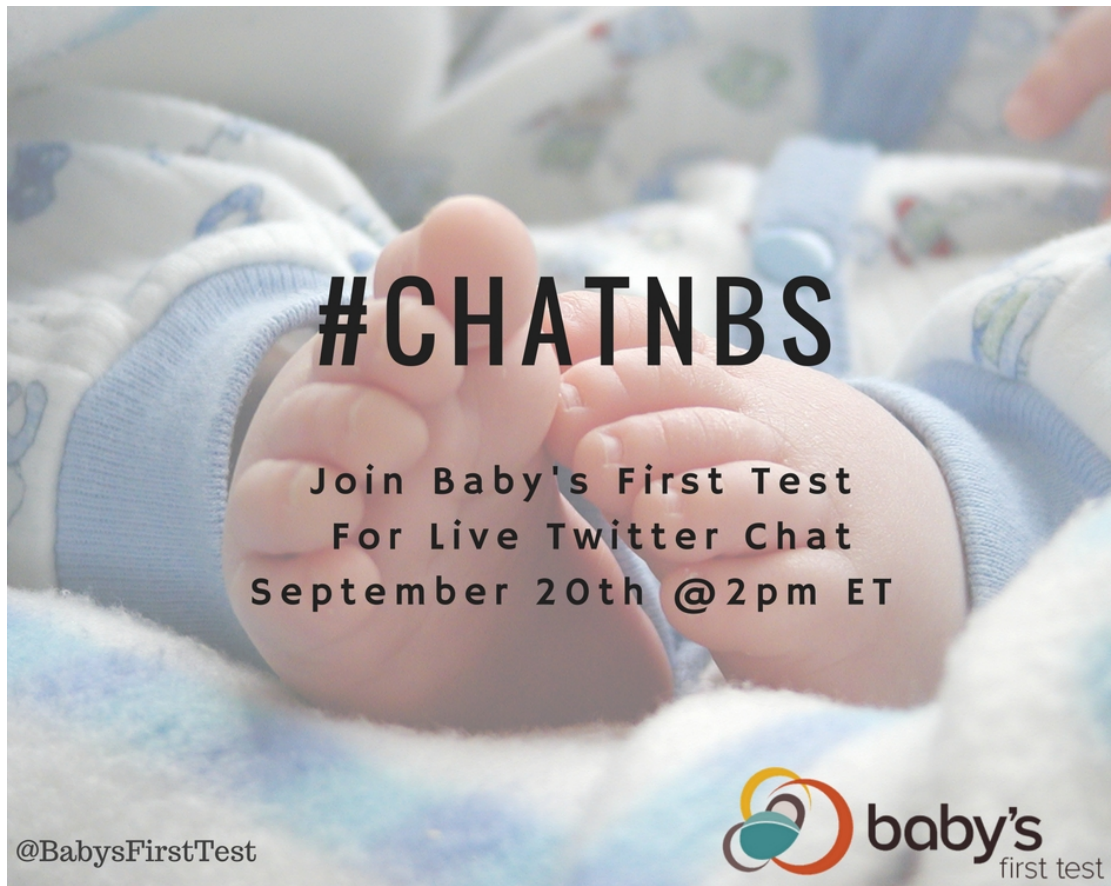
Copy the text, personalize it and add your own photo

- Not every state screens for the same #newbornscreening conditions. Find out what your state screens for: <http://bit.ly/1Ezimzt> #NBS2016
- Nearly 4 million babies receive #newbornscreening each year in the US. <http://bit.ly/1hReYGc> #NBS2016
- Share your #newbornscreening story for NBS Awareness Month! #NBS2016
- Share your insights on how to improve #newbornscreening education and awareness! Public Square is now live: <http://bit.ly/2bZBRre> #NBS2016
- Each year, over 12,000 babies are born with one of the conditions included in state #NBS panels: <http://bit.ly/1eVGWsR> #NBS2016
- More than 1 in 300 newborns have a treatable condition detected through #newbornscreening: <http://bit.ly/1hReYGc> #NBS2016
- Most states screen for 29 out of 34 recommended #newbornscreening conditions: <http://bit.ly/2bB2OT7> #NBS2016
- Why think about #newbornscreening during pregnancy? Learn more here: <http://bit.ly/1zxVMRE> #NBS2016
- 1-3 of every 1,000 babies are born w/ some degree of #hearingloss. To learn more about hearing loss: <http://bit.ly/1Llh0Su> #NBS2016

EDUCATIONAL RESOURCES:

- What to Expect From Your Baby's First Test Video: <http://bit.ly/2c4dDfO>
- What to Expect Infographic: <http://bit.ly/2bFw8TA>
- A Parent's Guide to Newborn Screening: <http://bit.ly/1Q7sHDT>
- Learning about Newborn Screening Prenatally: <http://bit.ly/1O6TfE2>

TWITTER CHAT:



JOIN THE CONVERSATION:



Baby's First Test is proud to introduce the [Newborn Screening Public Square](#), an open space dedicated to ongoing conversations about newborn screening. The Public Square is not just a forum – it's a commitment to new ideas, knowledge sharing, and bringing together a range of communities and experiences within newborn screening to improve education and awareness.

The Public Square will include a series of online discussions and webinars about different newborn screening topics. Each public square is moderated and open for comments for a certain time period, ranging from two weeks to a month.

Join September's Public Square:
[Newborn Screening Awareness Month: Working Together
to Increase Awareness](#)

SHOW YOUR SUPPORT!

Change your Facebook Profile to Raise Awareness

