

# Social media *best practices.*

**VDH** VIRGINIA  
DEPARTMENT  
OF HEALTH

*Perinatal and postpartum depression affects 1 in 5 new mothers and many go without help. VDH and DBHDS's Beyond the Blues campaign gives your organization ready-to-use social content to spread awareness, reduce stigma, and connect families to support. This guide will help you use that toolkit effectively on Facebook and Instagram.*

## Be sure to include:

@vadbhds #BeyondTheBlues @viriniadepthofhealth

## How to *share* the content

### Repost our posts

For on Facebook or Instagram, use the Share/Repost button so attribution is automatic and the link carries through.

On Facebook:

- **Share** the post directly to your page. Add a sentence introducing why it matters to your community.
- **Like and comment** to boost algorithmic reach. A brief "Sharing this important resource with our community" is enough.
- **Tag your network.** Mention sister organizations or local providers in comments.

On Instagram:

- Use **Add Post to Story or the repost button** on the post (next to the comment button) to share VDH content.
- On Stories, add a sticker or brief message. Add the a link to [vdh.virginia.gov/beyond-the-blues](https://vdh.virginia.gov/beyond-the-blues) to the story to give your audience direct resources.

### Post on your page

Use the social resources from the VDH Communications Hub. Download the graphic(s), paste the suggested caption, and include [vdh.virginia.gov/beyond-the-blues](https://vdh.virginia.gov/beyond-the-blues) in every post. Use the link in bio on Instagram to add the link to your list and then reference it in captions.

#### Caption Tips

- Lead with empathy, not statistics. Feel free to share stories.
- Always end with a clear call to action: "Learn more at [vdh.virginia.gov/beyond-the-blues](https://vdh.virginia.gov/beyond-the-blues)"
- Use inclusive language. PPD affects all birthing people
- Avoid clinical jargon; write as if speaking to a friend

**Responding to Followers in Distress:** If a follower shares that they are struggling or in crisis in your comments or DMs, respond with warmth and direct them to immediate resources. Do not attempt to counsel through social media. Suggested reply: "We hear you, and you are not alone. Please reach out to the 988 Suicide & Crisis Lifeline (call or text 988) or talk to your provider. More support is available at [vdh.gov/beyond-the-blues](https://vdh.gov/beyond-the-blues)."