Riseup-PPD:
Social Media Strategy Guide
(COST Action CA18138)

Document history

Date	Person	Action
3.6.2020	**Carolina Toscano**	**1st draft**
8.6.2020	**Eleni Vousoura**	**2nd draft**
22.06.2020	**Carolina Toscano**	**Final Draft**

Social Media Team

- Carolina Toscano: Social Media Leader
- Eleni Vousoura
- Andre Silva
- Olalla Michelena

Social media platforms

- **Facebook:** https://www.facebook.com/riseupppd
- **Instagram:** https://www.instagram.com/riseupppdcostaction/?hl=pt
- **Twitter:** https://twitter.com/RiseupPPD
- **Linked-in:** https://www.linkedin.com/company/riseupppd/
- **ResearchGate:** https://www.researchgate.net/project/CA18138-Research-Innovation-and-Sustainable-Pan-European-Network-in-Peripartum-Depression-Disorder

General principles

- Content to be posted should always be representative of the multidisciplinary and culturally diverse backgrounds of the members the Action.
- Content to be posted should reflect a scientific point of view and never a personal, political point of view.

Content to be posted

A. **Scientific products of the Action**

- **Scientific Publications**: on Facebook, Linked-in, and Twitter, share the publication directly from the journal website. On Instagram, share a screenshot of the paper headline, and add the publication link on the account bio. Tag the publisher. On ResearchGate, add the publication under the appropriate file of the project.
- **Conference presentations**: If possible, share a picture of the presentation; otherwise, share the event template. Identify the presenter(s), and tag the event organization and venue. Include the hashtags of the event. On ResearchGate, add the presentation information under the appropriate file of the project.
- **Events organized/supported by the Action**: Main meetings, short-term scientific missions, conferences,

participations in conferences under ITC conference grants, and training schools. Share the information with pictures and tag the venue of the event.

- **Action newsletter**: The Action newsletter will be shared through social media, besides email.

B. Scientific products of members affiliated with the Action

- Publications (co)-authored by Action members relevant to the field of perinatal mental health, as reported by the WG liaisons.
- Conference presentations by Action members relevant to the field of perinatal mental health, as reported by the WG liaisons.
- Call for special issues on journals, on topics relevant to perinatal mental health.
- Call for funding opportunities for scientific projects on the field of perinatal mental health.

C. Journal articles relevant to perinatal mental health

- Newspaper articles and stories relevant to perinatal mental health
- Lay summaries of important scientific discoveries in the field of perinatal mental health

Frequency of posting

- Generally, keep the engagement consistence, once a week across all SM.
- After receiving the information from the WG liaisons' report, use social media manager software to program Facebook, Instagram, and LinkedIn posts for the following month, with at least one post per week.
- On Twitter, post the same content but directly every week.
- On ResearchGate, add relevant scientific content once it is published.

Tags and Hashtags

- General hashtags (i.e., to be included in all posts)

    #riseupppd

    #CostAction

- PPD-relevant hashtags (at least 1 must be included in every post, whichever is more appropriate)

    #motherhood

[#postpartumdepression](#)
#maternalmentalhealth
#perinatalmentalhealth
#PPD

- Accounts to tag (this is more relevant for twitter, but it may be also used for Facebook and LinkedIn)
  - For product of our action, we should always tag @COSTprogramme
  - We can tag inclusive scientific associations, such as @WHO, @UNICEF,@TheMarceSociety, @WMMHday, @PostpartumHelp
  - For announcing publications, we can also tag the account of the journal or the publisher
  - For announcing conferences, we can tag the association that is organizing the conference, or tag the university in which the conference is held
  - When sharing newspaper articles, we can tag the journalist and the newspaper journal
  - For posts that represent our **work/position as an Action,** (i.e., public statements and position papers, for which members have voted to be released), there must not be any tagged association/account except the international/inclusive associations mentioned above.

Special dates

Content should be posted to mark important dates.

1) When?

- March 8: International Women's Day [#InternationalWomensDay #iwd #WomensDay]
- April 7: World's Health Day [#WorldHealthDay #WomensHealth]
- April 11: International Day for Maternal Health and Rights. [#IntIMHDay #rights]
- April 27–May 3: International Maternal Mental Health Awareness Week [#maternalMHmatters #maternalMHawareness]
- May 6: World Maternal Mental Health Day [#maternalMHmatters #maternalMHawareness]

- May 28: International day of Action for Women's Health [#May28 #WomensHealthMatters]
- August 1–8: World Breastfeeding Week [#WorldBreastfeedingWeek]
- October 10: World Mental Health Day [#WorldMentalHealthDay]

2) What?

- A statement of the Action about the topic (planned in advance), and/or an article relevant to the topic
- Include the hashtags specified above for each day