

## PACC – Mecklenburg Birthing Connection Social Media Copy

Reference: [Marketing Toolkit: Annual Research Meeting | AcademyHealth](#)



AH - Meck Birthing.png

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**How to Use this Guide:** Mecklenburg Birthing Connections (MBC) is an online resource hub developed by Atrium Health in partnership with Smart Start of Mecklenburg County. This social media toolkit is designed to make it easy for you to share information about MBC. Use the appropriate social copy and hashtag for your desired communication platform. Please tag #MeckBirth or Atrium Health in your post. Thank you for sharing about this valuable community resource!

**Who:** Perinatal Access to Care Campaign, Mecklenburg Birthing Connections

**What:** Mecklenburg Birthing Connections is an online resource hub designed to raise awareness about the increased rate of infant mortality in Black families and empower them with tools and education about resources to address structural and social barriers to healthy outcomes for moms and babies.

*“By providing education on the unique risks they may encounter during pregnancy and focusing on Black women’s individual needs including non-clinical, social needs, MBC assists women in optimizing a more positive birth experience and promotes healthy families.”- Dr.Pamela Cobb*

**Where:** Mecklenburg County, NC

**Links + QR Code:** [www.atriumhealth.org/MeckBirth](http://www.atriumhealth.org/MeckBirth) ; add QR code drive link

**Hashtags:** #MeckBirth

### Email Communication:

We are proud of our collaboration with Atrium Health and Smart Start of Mecklenburg County to provide Black families with resources and information unique to the Black birthing experience.

Visit [www.atriumhealth.org/meckbirth](http://www.atriumhealth.org/meckbirth) to find information for Black families who are pregnant, planning to get pregnant or recently had a child. This online resource answers questions related to how to prepare your body, questions to ask your doctor, birthing options, postpartum care, connections to trusted community resources and more. Share this information with your family and friends and help us achieve our goal to promote a high-quality birthing experience and improve health outcomes of Black moms and babies in our community.

For more information email [CHASSIS@atriumhealth.org](mailto:CHASSIS@atriumhealth.org) and mention MeckBirth.

### Short Promo Blurb (Newsletters):

Mecklenburg Birthing Connections is an online resource hub designed to share resources for Black families who are pregnant, planning to get pregnant or recently had a child. The goal is to connect visitors to information and resources related to changes in their body, questions to ask their physicians and local resources in Mecklenburg County to ensure a healthy pregnancy for mom and baby. If you are interested in collaborating with Mecklenburg Birthing Connections, or see a need to be filled, e-mail [CHASSIS@atriumhealth.org](mailto:CHASSIS@atriumhealth.org).

### Social Media

#### Twitter/X:

**\*\*NEW\*\*** resource for families having a baby. Visit Mecklenburg Birthing Connections [www.atriumhealth.org/MeckBirth](http://www.atriumhealth.org/MeckBirth) and use #MeckBirth to share what you learn. Connect with the team at [CHASSIS@atriumhealth.org](mailto:CHASSIS@atriumhealth.org).

Are you or someone you know planning a family? Visit Mecklenburg Birthing Connections at [www.atriumhealth.org/MeckBirth](http://www.atriumhealth.org/MeckBirth) for information on birthing options and perinatal care. Share your thoughts using #MeckBirth.

#### Instagram:

Mecklenburg Birthing Connections is a new online resource hub from Atrium Health and Smart Start of Mecklenburg County focused on supporting healthy moms and babies by providing information unique to the Black birthing experience. Visit Mecklenburg Birthing Connections at [www.atriumhealth.org/MeckBirth](http://www.atriumhealth.org/MeckBirth) and use #MeckBirth to share how this information has helped you.

Are you a Black person considering a family, currently building a family or curious about pregnancy resources? Visit Mecklenburg Birthing Connections at [www.atriumhealth.org/MeckBirth](http://www.atriumhealth.org/MeckBirth) for information on prenatal care, doula, postpartum care and more. Share your thoughts using #MeckBirth.

**Facebook:** Please tag us in your Facebook communications using #MeckBirth

**Linked-In:** Please tag us in your Linked-In communications using #MeckBirth

**Partner Posts:** Choose 1

- We are partnering with Mecklenburg Birthing Connections to host \_[event name]\_ on \_[date]\_. Visit [www.atriumhealth.org/MeckBirth](http://www.atriumhealth.org/MeckBirth) and check out the flyer attached for more information.
- We are a Mecklenburg Birthing Connections Partner. #MeckBirth