



## Sample Social Media Posts to Announce Safe Sleep Hospital Certification Award

Images used with posts must follow safe sleep recommendations (link to guide?)  
Tagging @cribsforkids allowing us to share and promote your accomplishment

### **Post for Instagram, Facebook, & Twitter (280 characters or less)**

- *Excited to announce that we have been recognized as a @Cribsforkids National [Bronze, Silver, or Gold Certified Safe Sleep] [Hospital, Leader, or Champion] We're helping babies sleep safer. #safesleep*
- *We are excited to partner with @CribsForKids to provide education to all of our new parents with the best practices for infant safe sleep. We're helping babies sleep safer! #SafeSleep*
- *[Hospital name] is proud to announce that we have partnered with the @Cribs for Kids® National Safe Sleep Hospital Certification program to reinforce our shared commitment to provide parents with the best practices for infant safe sleep.*

### **Posts for Instagram & Facebook (exceeds Twitter's 280 Character Limit)**

- *[Hospital name] is excited to announce that it has been officially recognized as a @Cribs for Kids® National [Bronze, Silver, or Gold] Certified Safe Sleep [Hospital, Leader, or Champion]. The Cribs for Kids® National Safe Sleep Hospital Certification program awards recognition to hospitals that demonstrate a commitment to reducing infant, sleep-related deaths by promoting and educating on best safe sleep practices. [hospital name] is proud to hold this new title!*
- *Did you know that babies should always be put to sleep on their back and that caregivers should remove all soft bedding, bumpers, and toys from their sleep space? [Hospital name] has been recognized as a Safe Sleep [enter certification level], which means we provide caregivers tips and resources to keep your baby sleeping safely!*