

mamava®

# Promoting Your Mamava



If you've got it, *flaunt it*. With your new Mamava lactation pod, you're offering breastfeeding parents a much-needed amenity—so shout it out from the rooftops! Our go-to guide gives you the tools, tips, and templates you need to share the good news.



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# Ribbon-cutting + PR

## How to host a ribbon-cutting

A ribbon-cutting is an excellent way to show off your new pod and thank the folks who helped procure it. Mamava's tips can help you host and promote your event.

**Schedule a convenient time.** Tuesdays, Wednesdays, and Thursdays between 10:00 a.m. - 2:00 p.m. are good times for guests and press to attend.

**Strategize your guest list.** Invite everyone involved in getting your new lactation space—the person who requested it, the leaders who supported it, the facilities team who installed it, and any donors who helped fund it. Plus, don't forget to invite parents who might use the pod!

**Plan speakers.** Ask organizational leaders to speak briefly—a minute or two!—about your new pod and why supporting breastfeeding parents is important to your organization. [Use our [ribbon-cutting comments template!](#)]

**Develop a media list.** Work with your PR team to develop a local media list and send out a media alert with a photo of your Mamava pod. (Don't have a PR team? Follow the game plan to the right. Use our [media alert template!](#))

**Send invitations.** Announce your event in internal communication channels and send email invitations. (Use our [email template!](#))

**Play the host with the most.** Acknowledge and thank everyone who helped make the pod a reality. Introduce each speaker and identify the role they played in supporting the pod.

**Share your celebration.** Send your media contacts a press release about your pod with images from the ribbon cutting. [You can start with [this template](#)]. Post photos from the event on your social channels.



## Pro Tips for Pitching the Media *(When You Don't Have a PR Team)*

**Identify media outlets.** Local newspapers, online news sites, radio and TV stations, independent news weeklies and magazines are all good targets.

**Find the right contacts.** Check the masthead of local papers for writers who cover the business sector. Lifestyle reporters (and bloggers!) are often a good bet too. Find the “news tip” email on the web sites of local TV news outlets, as well as emails for assignment editors who work with news crews. Use LinkedIn and Google news to search your town/city name for local reporters and journalists.

**Reach out.** Share your press release and invite media contacts to a ribbon-cutting event (if you're hosting one). Remember: Reporters love feel-good stories and improving breastfeeding support is always good news.





# Social Media Guide

## Share the love

Use your social media platforms to let followers know you have a private, clean lactation space for pumping or nursing. To help you tout your good news, we’ve created a social media guide—complete with copy ideas, designed assets, and photo recommendations!

Every day is a good day to showcase your breastfeeding support, but events like the grand opening of your pod, Mother’s Day, and National Breastfeeding Month (August), are especially great times to share your support.

**LinkedIn Pro tip:**  
CHOOSE 3 HASHTAGS

#employeeexperience  
#customerexperience  
#retailinnovation #humanresources  
#guestexperiences #breastfeeding  
#hrtech #workingparents  
#futureofwork #retail  
#employeeeretention

|              | Instagram + Facebook   | X (formerly known as Twitter)  | LinkedIn  |
|--------------|--|--|---|
| CAPTION COPY | Exciting news—[insert name of your business] installed a @mamava_vt pod! We’ve partnered with Mamava to offer a private and secure place to pump or nurse. The pod is available for [whoever can use the pod—guests, employees, etc.] to use. [Name of your business] is proud to support breastfeeding with this lactation pod. | Exciting news—[insert name of your business] installed a @MAMAVA pod to offer [whoever can use the pod—guests, employees, etc.] a private and secure place to pump or nurse. We’re proud to support breastfeeding with this lactation pod. *X has a 280 character limit. If needed, adjust copy accordingly! | Exciting news—[insert name of your business] installed a @Mamava, Inc pod! We’ve partnered with Mamava to offer a private and secure place to pump or nurse. The pod is available for [whoever can use the pod—guests, employees, etc.] to use. [Name of your business] is proud to support breastfeeding with this lactation pod. (Hide link preview, and revert to an image post) |
| TAGGING      | For Facebook: @mamavaVT<br>For Instagram: @mamava_vt   | For X: @MAMAVA   | For LinkedIn: @Mamava, Inc  |





Social media graphics

**Mamava stock photography.** Looking for easy photos to share? Choose from our collection or use our tips to take your own.

[View collection >](#)



**Photo tips:** Consider different communications channels and platforms when you're taking photos. Perhaps include an employee (or a few!) in the pictures for company communications, take a more formal shot for LinkedIn, and snap some fun ones for Instagram.

Helpful tips for capturing your pod:

- 1 Ensure the pod and surrounding areas are clean and clear of clutter.
- 2 Stand far enough away from the pod so the entire pod is in the shot.
- 3 Hold your phone level so that the pod shape doesn't appear distorted.
- 4 Have people pose with the pod— using the app, opening the door, walking in, etc.
- 5 Stand in front of the pod or try shooting from a corner to capture views of the front and side.
- 6 Shoot with your phone in a horizontal position, but include a few in vertical orientation to share in Instagram or Facebook stories.

Here are some of our favorite shots of our products in the field:



The image is bright and well lit.



The pod is symmetrical.



Show a parent walking into/accessing a pod.



A proud pod!



Show the pod in its environment.



Colors are natural and no filters were used.



# Web Presence

## Online wayfinding

Boost support for breastfeeding on your website by helping parents find your pod! From display banners to web directories, include detailed information about lactation spaces along with other other family-friendly amenities at your facility. We've got recommendations on copy, icons, and search terms to help.

## Web banners + pages

Include information about your Mamava pod (on a small banner, call-out section, or paragraph) on pages that list other baby and family amenities (e.g. family restrooms, play areas, cafeterias, etc.).

Clear identification

Mamava Pod for Breastfeeding and Nursing

A brief description of the pod (what it is and what it's for)

Location information

Located in the north wing, just before the cafeteria

A photo that shows the pod's location

Mamava's logo



Access instructions

Links to app download



Copy starters for your website

Brief description

**Option 1:** Mamava lactation pods provide a private, comfortable space for breastfeeding parents to pump or nurse.

**Option 2:** If you're looking for a private space to nurse or pump, we've got you covered. Our Mamava lactation pods are located \_\_\_\_\_ and are accessed via \_\_\_\_\_. Learn more about Mamava [here!](#)

Location information

The Mamava lactation pod is located \_\_\_\_\_.

Use landmarks and other site-specific details to help parents find your pod.  
Use our happy **Mamava icons** in your online and printed maps so parents can easily identify your pods!

Access instructions

Use the Mamava app to open the pod with the touch of a button! For easy access, download the free Mamava app [click here!](#)

If your pod is accessed via a **pincode**, include that information where parents can easily find it.  
It's important to provide a **phone number** or **Help Desk** information in the event parents can't open the pod or have problems. [Check out our [Help Center](#) for our access decals!]

**Pro tip:**  
Use search terms parents are most likely to use, including: nursing, breastfeeding, breastfeeding room, lactation space, or Mother's Room.





# Email + Internal Comms

## Get the word out

It's not always easy to talk about breastfeeding. But the more we talk about it, the more we normalize it. To help out, we've created handy **communication templates** about what lactation accommodations are, why breastfeeding parents need them, and what to do should an issue arise.

[View all templates >](#)





For additional assistance promoting your pod, please contact Mamava's Marketing team at [marketing@mamava.com](mailto:marketing@mamava.com).

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