


## Organic Social Media copy for Torbay Infant Feeding campaign

Images	Content	Copy
	General	<p>Breastfeeding has numerous amazing benefits for both you and your baby. It provides both nourishment and protection for your baby.</p> <p>We are here to support you if you choose to give it a go. For information about infant feeding and support available in Torbay, visit: [add URL].</p>
	General	<p>Breastfeeding can be challenging but there is support available to help you for as long as you need.</p> <p>We are here to support you, because you need nurturing too. For more information and support, visit [add URL].</p>
	General	<p>We know how much a supportive community can help get you through the good and the more challenging days of your breastfeeding journey.</p> <p>Find out more about the support and services available across Torbay today. [add URL]</p>
	Breastfeeding & pain	<p>If you are finding breastfeeding challenging or painful, we are here to give you the right advice and support you, one feed at a time.</p> <p>Torbay, let's nurture together! Find out more about breastfeeding and pain at [add URL].</p>
	Breastmilk supply	<p>We know that being sure your baby is getting enough milk can be a real concern, and we don't want any of your questions to go unanswered.</p> <p>We're here to support you, because you need nurturing too. Visit [add URL] today.</p>

	<p><b>Specialist feeding support on NHS</b></p>	<p>There are a range of free services available across Torbay to support you on your breastfeeding journey, One Feed at a Time.</p> <p>To find the support you need easily and quickly, visit [add URL].</p>
	<p><b>Feeding in public</b></p>	<p>Breastfeeding when out and about can be daunting, and it is important that you are able to feel comfortable doing so.</p> <p>Breastfeeding in public is your legal right and Torbay supports you to do so, whenever and wherever that may be.</p> <p>Find out information on breastfeeding advice, feeding in public and more at: [website URL].</p>