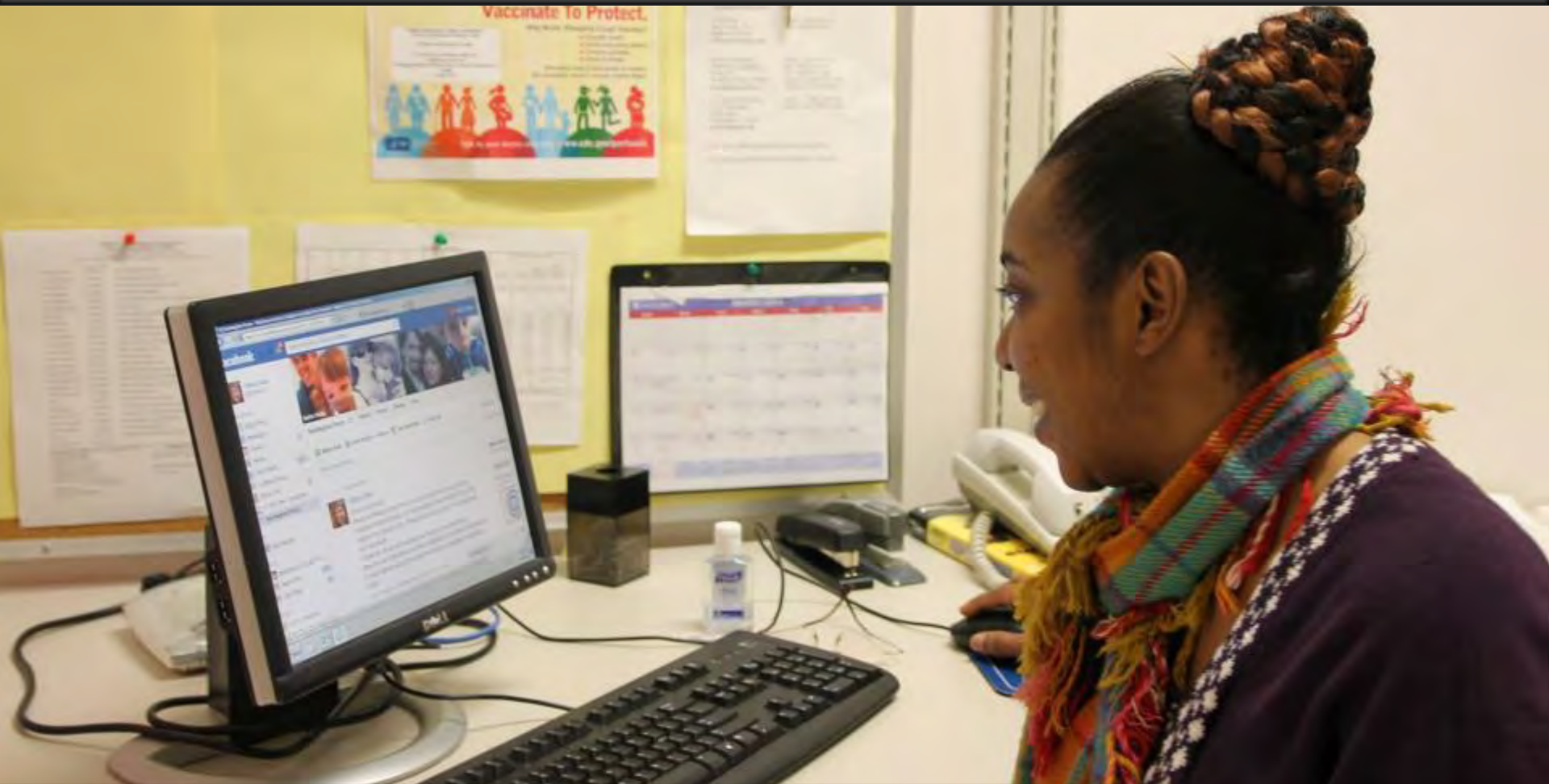


Facebook for WIC Peer Counselors



Vermont Experience

[Peer Counseling in Vermont](#)

[VT Breastfeeding Women](#)

[Contact](#)

[Oh, the Places You'll Go!](#)

Facebook Basics

[Getting Started](#)

[Pages](#)

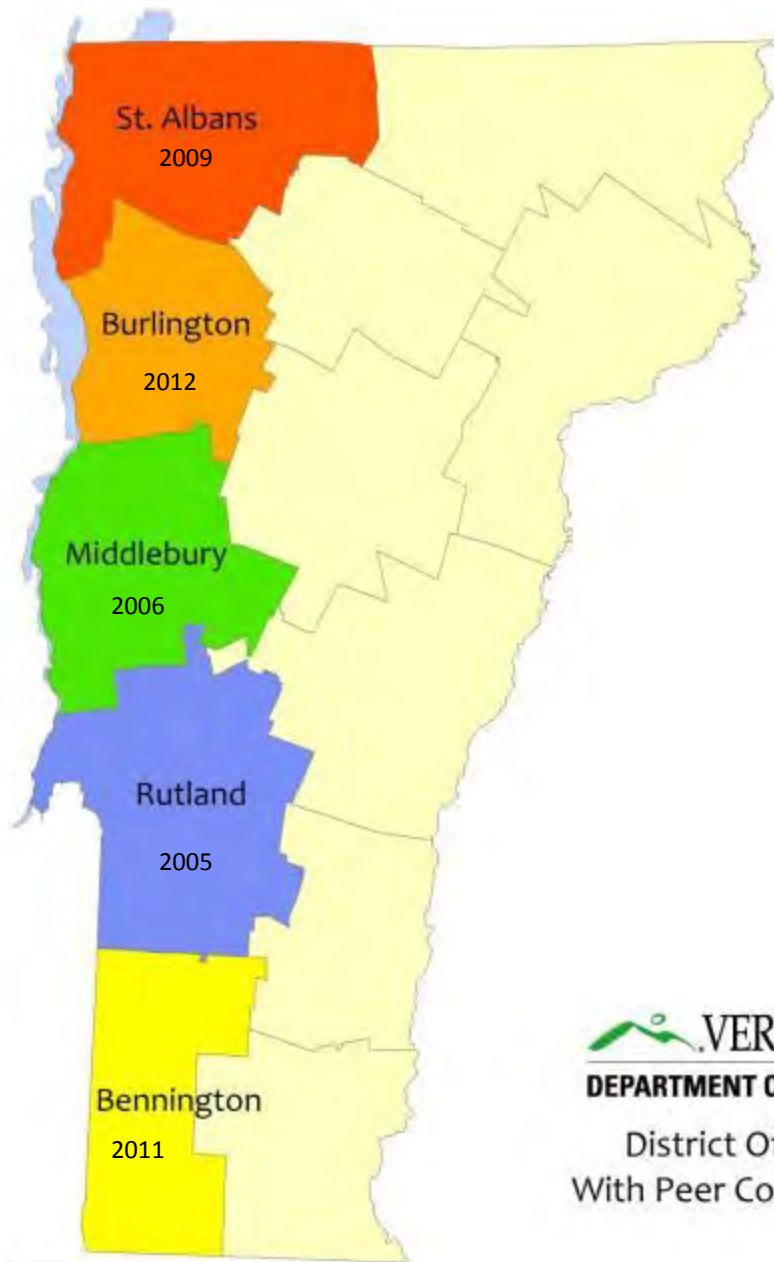
[Communicating with Moms](#)

[Groups](#)



Peer Counseling In Vermont





District Offices
With Peer Counselors

March 2013
Patricia Henry
patricia.henry@state.vt.us









Facebook Basics

Facebook Sign Up

facebook

Email or Phone

Keep me logged in

Password

[Forgot your password?](#)

Log In

Connect with friends and the world around you on Facebook.



News Feed See what's up with friends, family and anything you're into.



Timeline Tell your story — from where you grew up to what you're doing now.



Graph Search Find more of what you're looking for through your friends and connections.



Messages Chat and send private messages with the important people in your life.

Sign Up

It's free and always will be.

First Name

Last Name

Your Email

Re-enter Email

New Password

Birthday:

Month: ▾

Day: ▾

Year: ▾

[Why do I need to provide my birthday?](#)

Female Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

Sign Up

Sign Up

Sign In

Profile

Friends

Request Sent

Online with
Facebook



Sign In

facebook

Email or Phone

Password

Log In

Keep me logged in

[Forgot your password?](#)

Sign Up

Connect and share with the people in your life.

Sign Up

Sign In

Profile

Friends

Request Sent

Online with
Facebook



Profile Page

facebook

Search for people, places and things



Tricia Cassi Find Friends



Tricia Cassi

Add a Cover

Update Info

Activity Log 1

- Which city did you grow up in?
- Works at Vermont Department of Health
- Studied Sociology at Cornell College
- Lives in Starksboro, Vermont

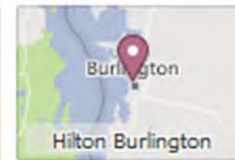
About



Friends 137



Photos 21



Map 2



Likes 21

3

Status

Photo

Place

Life Event

Activity
Recent



Find Friends



[Sign Up](#)

[Sign In](#)

[Profile](#)

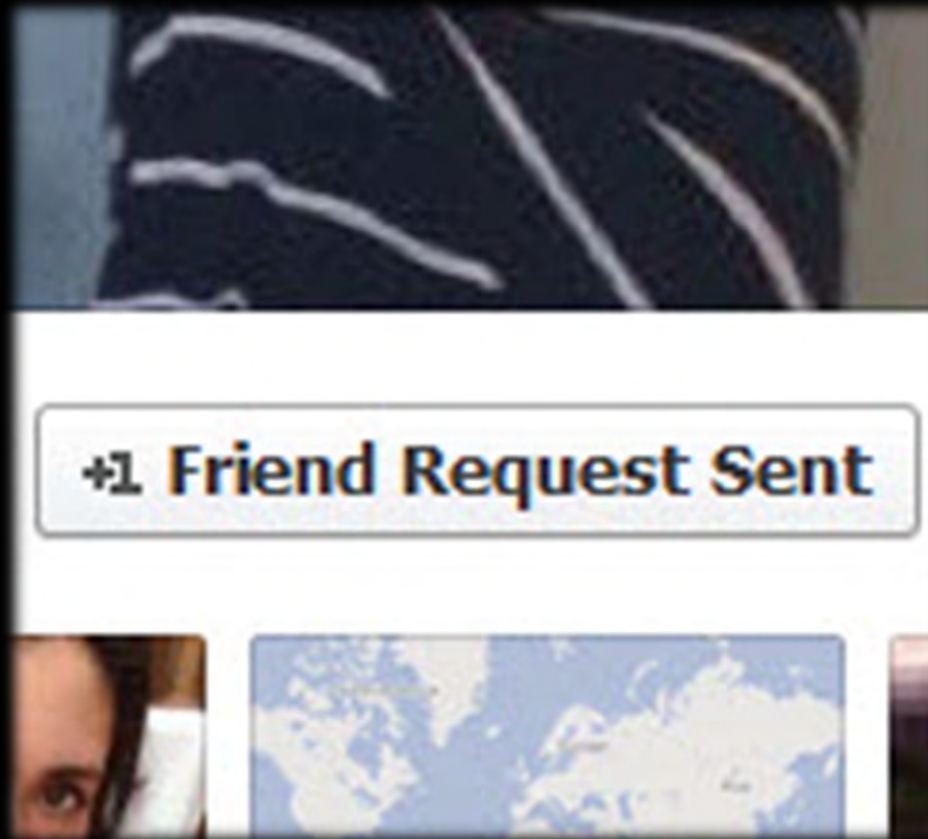
[Friends](#)

[Request Sent](#)

[Online with
Facebook](#)



Send "Friend Request"





[Sign Up](#)

[Sign In](#)

[Profile](#)

[Friends](#)

[Request Sent](#)

[Online with
Facebook](#)



Pages

Pages

Breastfeeding works!
Supporting breastfeeding employees helps your bottom line.
For information and tips on a federal law about helping mothers and breastfeeding
Massachusetts Breastfeeding Coalition

USLCA
United States Lactation Consultant Association
1,943 likes

National WIC Association
WIC for a Healthier America
1,943 likes

Vermont Breastfeeding Women
110 likes

New York Coalition
Breastfeeding for Breast Health
www.NYSBreastfeeding.org
Salem

United States Breastfeeding Committee
7,992 likes

Why are hospitals marketing baby formula?
Give the Bag the Boot!
Ban the Bags

Broad Reach

“Like” a Page

Created & Managed

Public Posts

Track Activity





We Support Breastfeeding

Vermont Breastfeeding Women

110 likes · 2 talking about this

Like

Message

Government Organization
Created to further the promotion and education of breastfeeding.



110

Dental Resource I
2013
Pregnancy and Early
Childhood Informatio

About

Photos

Likes

Notes 1

Vermont Breastfeeding Women "Page"

Broad Reach

"Like" a Page

Created & Managed

Public Posts

Track Activity





Broad
Reach

“Like”
a Page

Created &
Managed


Public
Posts

Track
Activity





National WIC Association shared a link.

March 7 

Are you a WIC peer counselor and interested in using Facebook and texting with participants? Register for our free webinar!

<https://www4.gotomeeting.com/register/657495439>

Social Media & Texting for WIC Peer Counselors: How to Get Started

www4.gotomeeting.com

Learn how WIC peer counselors have achieved successful communication results using mobile texting and Facebook. Objectives: -Describe the steps to set up and maintain a Facebook page that WIC peer counselors

Like · Comment · Share



Broad
Reach

"Like"
a Page

Created &
Managed

Public
Posts

Track
Activity





Vermont Experience:

“Vermont
Breastfeeding
Women” Page

Vermont Breastfeeding Women

facebook



Search for people, places and things



Tricia Cassi

Find Fr



We Support Breastfeeding

Vermont Breastfeeding Women

110 likes · 2 talking about this



Government Organization

Created to further the promotion and education of breastfeeding.



110

Dental Resource I
2013

Pregnancy and Early
Childhood Informatio

About

Photos

Likes

Notes 1

Facebook
Page

Models

Standee
Specs

WBW
2012

Mimosa's
Project

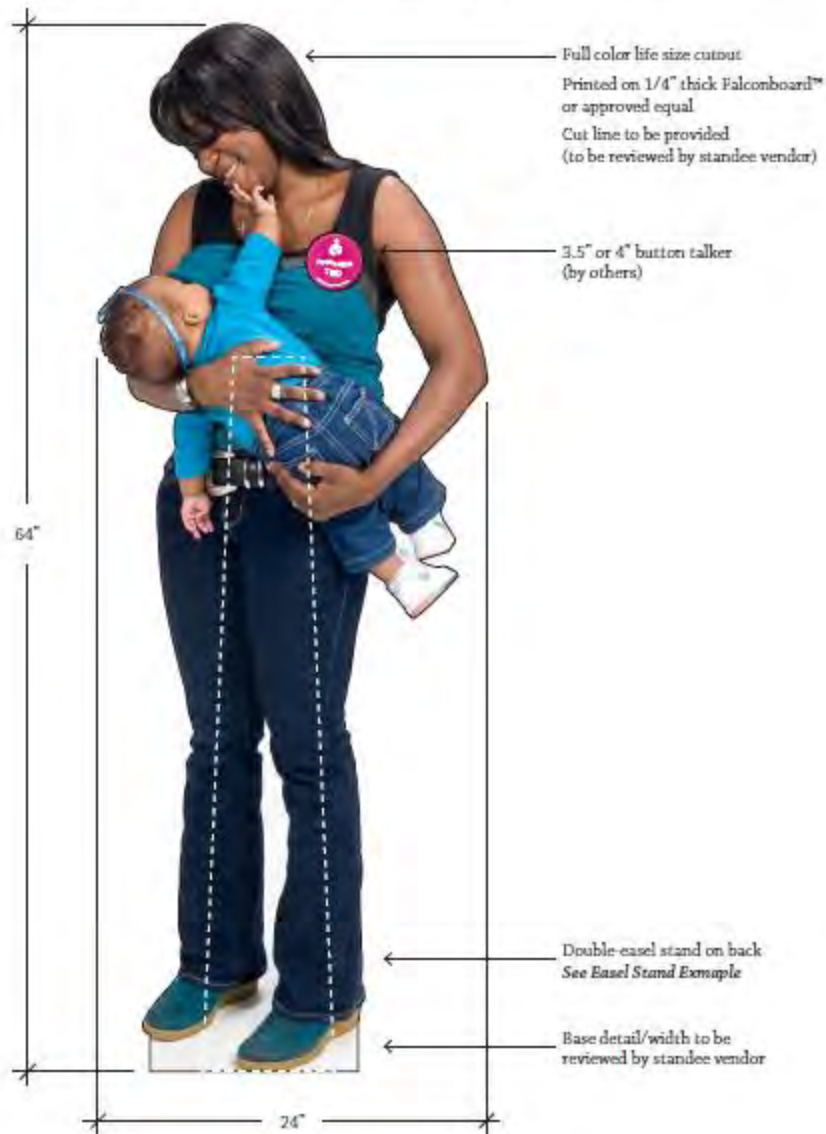
Posts on
Facebook





WIC Standees :: 1 of 4

R/W/11 - Using Social Marketing to Support Long-term Breastfeeding in WIC - Design by The Image Firm, in collaboration with Andrea Grayson, PhD, MA







Oh the Places You'll Go!

facebook Tricia Cassi Find Friends

Vermont Breastfeeding Wo... Timeline Now Liked

Vermont Breastfeeding Women
August 6, 2012

Oh the Places You'll Go! (22 photos)
For International Breastfeeding Week, a staff member of the Vermont Department of Health has volunteered to bring our breastfeeding standee, Samantha, everywhere she goes. Use this album to follow Samantha's journey and the reactions she inspires! Comments, thoughts, and location recommendations are encouraged!



**Understanding
Planning the
Celebrating 10 years
WHO/UNICEF's Glo
for Infant and You**



Like · Comment · Share 5

Vermont Breastfeeding Women shared a link.
August 6, 2012

For all those mom's considering breastfeeding while working...





Milk

Facebook
Post

Education

Model meets
Standee

Average
Views

Viral

Facebook
Project





Vermont Breastfeeding Women added 6 photos to the album Oh the Places You'll Go!

August 7, 2012



Milk

Facebook Post

Education

Model meets Standee

Average Views

Viral

Facebook Project





Vermont Breastfeeding Wo... Timeline ▾ Now ▾



Vermont Breastfeeding Women

September 12, 2012

Worried about how your baby might be affected if you eat that slice of pesto pizza? Relax - while some strong flavors can make it into breast milk, most babies aren't bothered by the food mom eats. For more info, check out this article from La Leche League International: <http://www.llli.org/faq/avoid.html>





Milk

Facebook
Post

Education

Model meets
Standee

Average
Views

Viral

Facebook
Project



Page Views per Week

March 2013:

100



Page Views per Week

WBW 2012:

7,000



Vermont Breastfeeding Women

September 10, 2012



This week, we'll be following Samantha on her adventures around Montpelier, Vermont.

Here she is at the Vermont State House. The lawn is a great place to take in a game of Frisbee, have a picnic - or breastfeed your baby!



Milk

Facebook Post

Education

Model meets Standee

Average Views

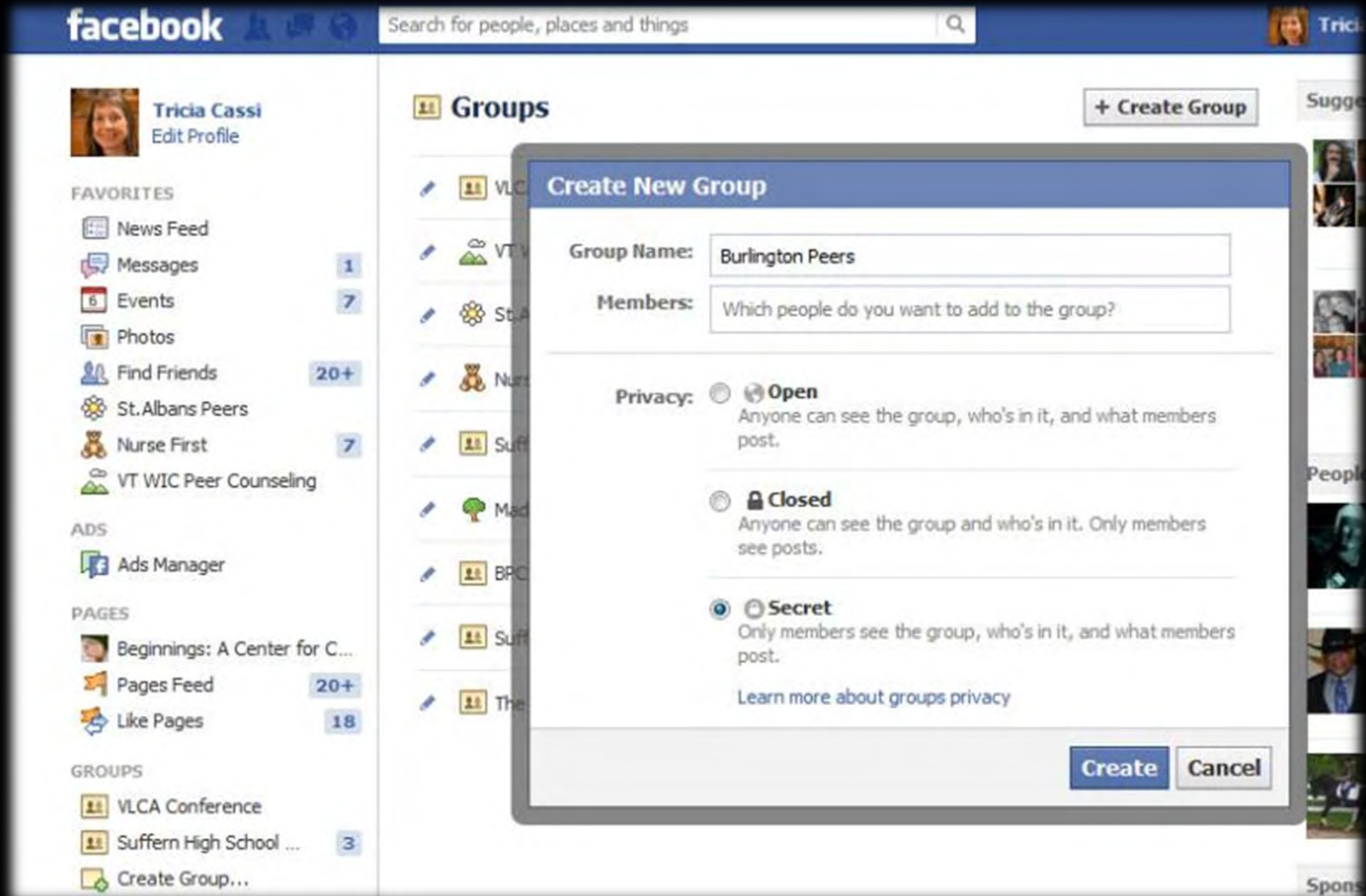
Viral

Facebook Project



Groups

Groups



The screenshot shows the Facebook interface with a 'Create New Group' modal window open. The background shows the user's profile (Tricia Cassi) and a list of groups. The modal window has a blue header 'Create New Group' and contains the following fields and options:

- Group Name:** Burlington Peers
- Members:** Which people do you want to add to the group?
- Privacy:** Three radio button options:
 - Open**: Anyone can see the group, who's in it, and what members post.
 - Closed**: Anyone can see the group and who's in it. Only members see posts.
 - Secret**: Only members see the group, who's in it, and what members post.

At the bottom of the modal are 'Create' and 'Cancel' buttons. The background interface includes the Facebook logo, a search bar, the user's name 'Tricia Cassi', and a sidebar with 'FAVORITES', 'ADS', 'PAGES', and 'GROUPS' sections.

"Private"
Groups

Admin.
Support

Create
Group

Posts are
Private

No PHI
Shared

Sample
Message





["Private"
Groups](#)

[Admin.
Support](#)

[Create
Group](#)

[Posts are
Private](#)

[No PHI
Shared](#)

[Sample
Message](#)



facebook Search for people, places and things

Tricia Cassi
Edit Profile

FAVORITES

- News Feed
- Messages 1
- Events 7
- Photos
- Find Friends 20+

Groups + Create Group

- VLCA Conference Used today
- VT WIC Peer Counseling Used today
- St. Albans Peers Used today
- Nurse First 7 Used last Thursday

NOAA QR Codes Read Later AlterNet BaseCamp 10 Steps Lactation Tricia Webinar Handouts FB OneNote

facebook Search for people, places and things

Tricia Cassi
Edit Profile

FAVORITES

- News Feed
- Messages 1
- Events 7
- Photos
- Find Friends 20+
- St. Albans Peers
- Nurse First 7
- VT WIC Peer Counseling

ADS

- Ads Manager

PAGES

- Beginnings: A Center for C...
- Pages Feed 20+
- Like Pages 18

GROUPS

- VLCA Conference
- Suffern High School

Create New Group

Group Name:

Members: Which people do you want to add to the group?

Privacy:

- Open
Anyone can see the group, who's in it, and what members post.
- Closed
Anyone can see the group and who's in it. Only members see posts.
- Secret
Only members see the group, who's in it, and what members post.
[Learn more about groups privacy](#)

Create Cancel

Steps To Create a Facebook Group



Tricia Cassi
Edit Profile

FAVORITES

- News Feed
- Messages 1
- Events 7
- Photos
- Find Friends 20+
- St. Albans Peers
- Nurse First 7
- VT WIC Peer Counseling
- Burlington Peers**

ADS

Ads Manager

PAGES

- Beginnings: A Center for C...
- Pages Feed 20+
- Like Pages 18

GROUPS

- VLCA Conference
- Suffern High School ... 3
- Create Group...



Burlington Peers About Events Photos Files

Write Post Post Photos / Videos Ask Question Add File

Welcome to the Facebook "secret group" for Burlington District Office WIC Peer Counselors. This is a private group for us to share news and information. We won't share client information here, but can share general info such as where to refer a mom for breastfeeding support.

Burlington Peers Post

RECENT POSTS



Tricia Cassi created the group.
Like · Comment · Unfollow Post · 10 minutes ago



and 2 other people are in this group.



See All Members



Burlington Peers 

About

Events

Photos

Files

 Write Post  Post Photos / Videos  Ask Question  Add File

Welcome to the Facebook "secret group" for Burlington District Office WIC Peer Counselors. This is a private group for us to share news and information. We won't share client information here, but can share general info such as where to refer a mom for breastfeeding support.



Burlington Peers

Post

"Private"
Groups

Admin.
Support

Create
Group

Posts are
Private

No PHI
Shared

Sample
Message



Share News ... Send Requests

Search for people, places and things



Diane Kathleen Dressler

Intrepid photographers of our baby shower--please send your best ones to me and I'll make a changeable display of PC events for the hallway at VDH.



Like · Comment · Follow Post · March 10 at 9:42am via mobile



Diane Kathleen Dressler

Visit and like Vermont Breastfeeding Women Facebook page. This is a project of the Burlington District Office and the peer counselors there.

Like · Comment · Follow Post · February 22 at 3:20pm



Seen by 15



"Private"
Groups

Admin.
Support

Create
Group

Posts are
Private

No PHI
Shared

Sample
Message



Steps to Create Private Groups

Create Group

<https://www.facebook.com/bookmarks/groups>



The screenshot shows the Facebook interface. At the top, the Facebook logo is on the left, and a search bar with the text "Search for people, places and things" is in the center. On the right side of the top bar, a small profile picture of a woman is visible. Below the top bar, the left sidebar shows the user's profile for "Tricia Cassi" with an "Edit Profile" link. Underneath, there is a "FAVORITES" section with icons and counts for "News Feed", "Messages" (1), "Events" (6), "Photos", and "Find Friends" (20+). The main content area is titled "Groups" and features a "+ Create Group" button, which is circled in yellow. Below this button is a list of groups with edit icons, group names, and usage dates: "VLCA Conference" (Used today), "VT WIC Peer Counseling" (Used today), "St. Albans Peers" (Used today), and "Nurse First" (Used last Thursday, with a count of 7).

Create

Privacy

Admin Adds
Members



Privacy

<https://www.facebook.com/bookmarks/groups>

The screenshot shows the Facebook interface with a 'Create New Group' dialog box open. The dialog box has a blue header and contains the following fields and options:

- Group Name:** Burlington Peers
- Members:** Which people do you want to add to the group?
- Privacy:** Three radio button options:
 - Open**: Anyone can see the group, who's in it, and what members post.
 - Closed**: Anyone can see the group and who's in it. Only members see posts.
 - Secret**: Only members see the group, who's in it, and what members post.

At the bottom of the dialog box are two buttons: **Create** and **Cancel**.

The background shows the Facebook navigation menu on the left with sections for FAVORITES, ADS, PAGES, and GROUPS. The main content area shows a list of groups under the 'Groups' heading.

Create

Privacy

Admin Adds
Members



Add Members





Phone Support

Face to Face

Chat or Email

Opt In





Phone
Support

Face
to Face

Chat or
Email

Opt In



Private

The screenshot shows a Facebook interface for a group named "Burlington Peers". The top navigation bar includes the Facebook logo, a search bar, and the user's name "Tricia Cassi" with options for "Find Friends", "Home", and settings. The left sidebar lists "FAVORITES" such as News Feed, Messages, Events, Photos, Find Friends, St. Albans Peers, Nurse First, and VT WIC Peer Counseling. Below this are "ADS" (Ads Manager) and "PAGES" (Beginnings: A Center for C..., Pages Feed, Like Pages). The "GROUPS" section includes VLCA Conference, The Breastfeeding Project, and Create Group... The "APPS" section includes App Center, Gifts, and Games Feed.

The main content area shows the group header "Burlington Peers" with tabs for "About", "Events", "Photos", and "Files". Below the header are options to "Write Post", "Post Photos / Videos", "Ask Question", and "Add File". A text input field contains "Write something...". To the right, it says "5 members (4 new) · Message · Invite by Email" and a button to "+ Add People to Group".

Under "RECENT POSTS", there is a post by "Tricia Cassi" with a profile picture. The post text reads: "Welcome to the Facebook 'secret group' for Burlington District Office WIC Peer Counselors. This is a private group for us to share news and information. We won't share client information here, but can share general info such as where to refer a mom for breastfeeding support." The post has "Like · Comment · Unfollow Post · March 6 at 3:19pm" and a comment from another user: "and [redacted] like this." Below the post, it says "Tricia Cassi created the group." and "Seen by 1".

A chat window is overlaid on the right side of the page, titled "Private Message". It shows a conversation from "March 6":
User 1: "Hi Kalen, I want to set up a group for Burlington Peer Counselors. Are you friends with other Burlington peers? I couldn't find Lienne, and am just starting to add peers to my friends list. I found Jessica."
User 2: "Hey Tricia, the only peer that I am friends with is Sarah [redacted]. But I just realized she's not doing peer counseling anymore."
User 1: "peer"
The chat window also shows "Sent from Mobile" and a "Chat (8)" indicator at the bottom right.

Mothers “opt in”
by choosing to
“friend” Peer
Counselor

Contact

Tricia Cassi

State Breastfeeding Coordinator

Vermont Department of Health – WIC Program

108 Cherry Street, PO Box 70

Burlington, VT 05402

802-652-4177

Tricia.Cassi@state.vt.us

healthvermont.gov

www.breastfeedvermont.info

Vermont Breastfeeding Women – “Like” us on Facebook

