

Social Media Conversation Sustenance - #MomsKnowBest

Background: Following the huge success in the reveal of Tiwa Savage and Jamil as the new advocates of Nigerian Pampers baby-dry; it is necessary to sustain the conversation momentum online, and give mothers the opportunity to share their experiences.

Target audience:

Moms (New moms, Experienced moms and the general public)

Medium:

Engage moms through Tiwa Savage's social media platforms (Facebook and Twitter) to sustain the conversation on #Momsknowbest.

Timeline

Commencement Date: 15/01/2016 – 23/01/2016

Guidelines

Engage moms to write what it is they really know about babies through raising interesting questions and basic knowledge topics. All conversation should include the hash tag #MomsKnowBest

See below a talking guide

LIKELY Talking Guide

TWITTER

Day 1

1. Having a baby is a life-changer. It gives you a whole new perspective on why you wake up every day #MomsKnowbest
2. Since having Jamil, it has become a learning experience. I'm sure new Moms would understand what I mean. #MomsKnowbest
3. Over the next few days (name a specific time of the day) I want us to interact on things Moms should know about their babies. We can learn from each other #MomsKnowBest
4. Being a Mummy is priceless but also very daunting. What's your description of motherhood? #MomsKnowBest

Day 2

- 1) When Jamil smiles, I get the butterflies. These are moments that are best experienced by Mothers. When he cries, I can't be settled #MomsKnowBest

- 2) Seeing a baby's smile is priceless. What makes your baby smile? Reply with #MomsKnowBest so we can keep up with the conversation.

Day 3

- 1) Hello Mommies, It's that time for us to learn from each other #MomsKnowBest
- 2) Becoming a mother has made me realise that babies are the only gifts from God that convey pure love. Do you agree? #MomsKnowBest
- 3) So I've been thinking, wgha would you advice for new mothers - Exclusive or Extended breastfeeding? #MomsKnowBest

Day 4

- 1) Hello Wonderful Mommies, looking into Jamil's eyes I can tell what he needs at every given point in time. #Momsknowbest
- 2) Can you name 5 things you know about your baby? Please respond with #Momsknowbest so we can follow our conversation.

Day 5

1. Jamil is just over 6 months and he's been trying to say "Mummy". This gets my husband jealous.lol!. What was your baby's first word? #MomsKnowBest

Day 6

- 1) As a Mother or an aspiring mother, which would you trust your baby with? Nanny care or Day care and why? #MomsKnowBest

Day 7

- 1) Today, I'll be sharing some of my favourite Mom – baby moments so far.
#MomsKnowBest
- 2) Share your favourite Mom – Baby moments and I may just send you the improved Nigerian Pampers Baby-Dry ;) #MomsKnowBest

FACEBOOK

Day 1

- 1) Having a baby is a life-changer. It gives you a whole other perspective on why you wake up every day. Since having Jamil, it has become a learning experience. I'm sure new Moms would understand what I mean. He is just over months and he's been trying to say "Mummy". This gets my husband jealous.lol!. What was your baby's first? #MomsKnowBest

Day 2

- 1) In the olden days we saw women strapping their babies on their back but today things have changed. It's no longer fashionable to strap your baby on your back. Rather people expect you to use either baby strollers or baby wearer. So which will you settle for? Stroller, baby wearer or strapping your baby on your back? #Momsknowbest.

Day 3

- 1) Hello Mommies, it's been an amazing journey with Jamil. Here are some of my favourite moments with my bundle of joy. Share your favourite moments and I may just send the improved Nigerian Pampers Baby-Dry your way ;)

NB: She can pick any three days within the time frame to run the posts on Facebook, while that of Twitter doesn't necessarily have to be every day.