

SOCIAL MEDIA COPYWRITING

Samples of social media copy I wrote for the NIH Eat, Sleep, Console Study as part of a larger media/public awareness campaign for Twitter/X and Instagram



Newborns exposed to opioids during pregnancy and cared for with the **Eat, Sleep, Console** care method were medically ready for discharge from the hospital almost a week earlier, compared to newborns cared for under the traditional approach.

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The **Eat, Sleep, Console** care method lets infants go home from the hospital nearly a week sooner, compared to newborns cared for under the traditional approach.

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Infants with neonatal withdrawal syndrome and cared for with the "Eat, Sleep, Console" care method were about **63% less likely to receive opioid medication treatment.**

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Infants cared for with the "Eat, Sleep, Console" care method were **63% less likely to receive drug therapy,** compared to newborns cared for under the traditional approach.

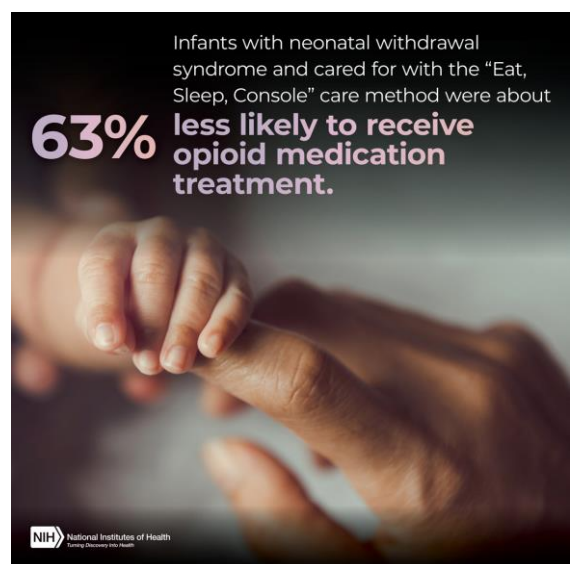
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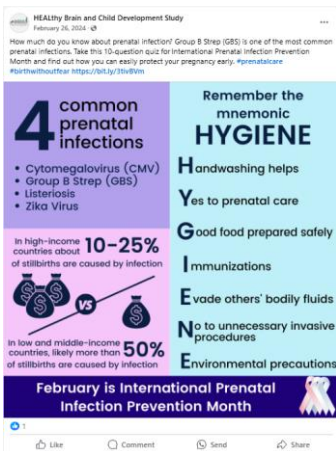
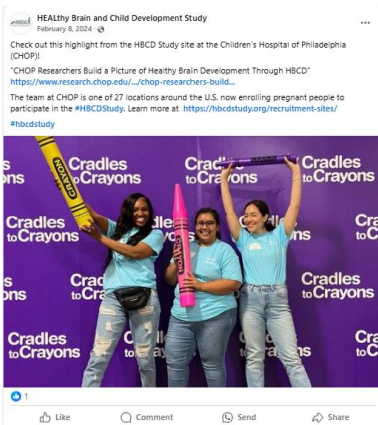
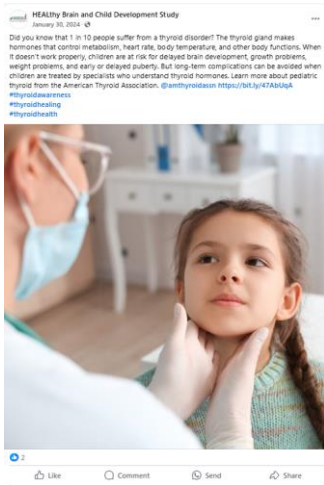
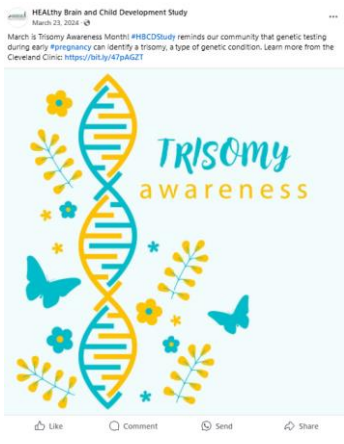


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A sampling of social media copy I wrote for the NIDA HBCD Study to increase online engagement for Facebook



SOCIAL MEDIA COPYWRITING

A sampling of social media copy I wrote for the NIDA HBCD Study to increase online engagement for Instagram

