

SmartParent

Social Media Toolkit





What is SmartParent?

SmartParent is a Canadian prenatal and parenting support program that provides trustworthy information via text messaging to help guide parents through pregnancy and their baby's first year of life. Our content is current, evidence-based, and has been developed by maternal and child health experts. The messages suggest topics for parents to discuss with healthcare providers and link them to resources and services available online and in their own community. SmartParent is endorsed by the Society of Obstetricians and Gynaecologists of Canada (SOGC) and the Canadian Paediatric Society (CPS).

This toolkit includes information about SmartParent and ready-to-post social media content to help you promote SmartParent through your social media channels (Facebook, Instagram and X). We appreciate your support in spreading the word about SmartParent!


Enrollment Guide

1) Encourage enrollment with one easy step. Clients can text the keyword **SmartParent** to **12323** to enroll.

2) If clients do not have a phone and/or cellular service but would like to see the messages online, they can enroll at www.smartparentcanada.ca using an email address instead of a phone number. Note: clients can sign in to the SmartParent website to view the messages online.

Messages will not be sent by email.

3) SmartParent will not charge to sign up or to receive program text messages. However, standard message and data rates may apply. Depending on the client's phone plan with their mobile phone service provider (e.g. Bell, Rogers, Telus), they may be charged for: 1) text messages received from/sent to SmartParent, and/or 2) data usage if they click any web links in the SmartParent text messages while not connected to WiFi.





Enroll by PHONE - via SMS

1. Clients can text **SmartParent** or their health authority keyword (FRASER, INTERIOR, ISLAND, NORTHERN or VCH) to **12323**.
2. Click the link in the text message reply to go to the SmartParent website to read the Terms of Consent.
3. Text the word **ACCEPT** to enroll.
4. Answer the questions about pregnancy or infant age, local health authority, and recruitment route to complete enrollment.

Enroll ONLINE - via the SmartParent website

1. Clients can go to www.smartparentcanada.ca and click **Enroll Now**.
2. Read and accept the Terms of Consent.
3. Enter estimated due date or infant's birth date.
4. Click the **Enroll Now** button.
5. Complete profile and click **Save**.
6. Customize the message schedule then click Finish Enrollment.
7. Reply **START** to the confirmation text message received.

Contact Us

If you have any questions about this toolkit or the SmartParent program, please contact us at:

Email: contact@smartparentcanada.ca

Website: www.smartparentcanada.ca





Social Media

Please find below some examples for captions and a link to downloadable graphics for Facebook, Instagram and X. Please follow and tag SmartParent:

Facebook: [@smartparentcanada](https://www.facebook.com/smartparentcanada)

Instagram: [@smartparentcanada](https://www.instagram.com/smartparentcanada)

X: [@SmartParentCA](https://twitter.com/SmartParentCA)

Find downloadable social media graphics here:
[SmartParent Social Media Graphics](#)

Sample captions:

Are you expecting or are a new parent? Overwhelmed by all the different information & advice? SmartParent can help! Get info you can trust to guide you through pregnancy and your baby's first year of life. Sign up for free today: www.smartparentcanada.ca

SmartParent is Canada's first pregnancy and parenting education program delivered by text messaging. Sign up by texting SMARTPARENT to 12323 to receive evidence-based resources and tips tailored to each week of your pregnancy and your baby's first year of life!
www.smartparentcanada.ca

SmartParent is Canada's first pregnancy and parenting education program delivered by text messaging. Expecting and new parents can get evidence-based resources to support healthy pregnancy and transition into parenthood. Text SMARTPARENT to 12323 to sign up today!
www.smartparentcanada.ca

Thank you!

