

By now people would have seen your original post and be aware what has happened.

For example:

"Marley was born on Friday at 11:20pm. I had not felt him move for more than 24 hours.

We were rushed through to have a scan and sadly there was no heartbeat. I delivered Marley naturally and we can't believe how perfect he is. He has his dad's nose and my thick hair. His photograph is in the comments of this post so you can see how cute he is too.

We are so broken over his death and gutted we don't get to bring him home.

However, we are also proud to be his parents. No details have been sorted for his funeral yet but it will be a private family occasion.

I am sorry I can't answer all of your comments personally just yet but thank you all for your kind words."

For more information:

E: info@ltandco.org

W: www.ltandco.org

Little Things & Co. CIO is a Charitable Incorporated Organisation registered in England and Wales.

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We would recommend putting the photograph in the comments section (on Facebook) on the second day, just in case anyone has not seen your original post.

From then on, sharing photographs etc would be suitable as you have given fair announcement.

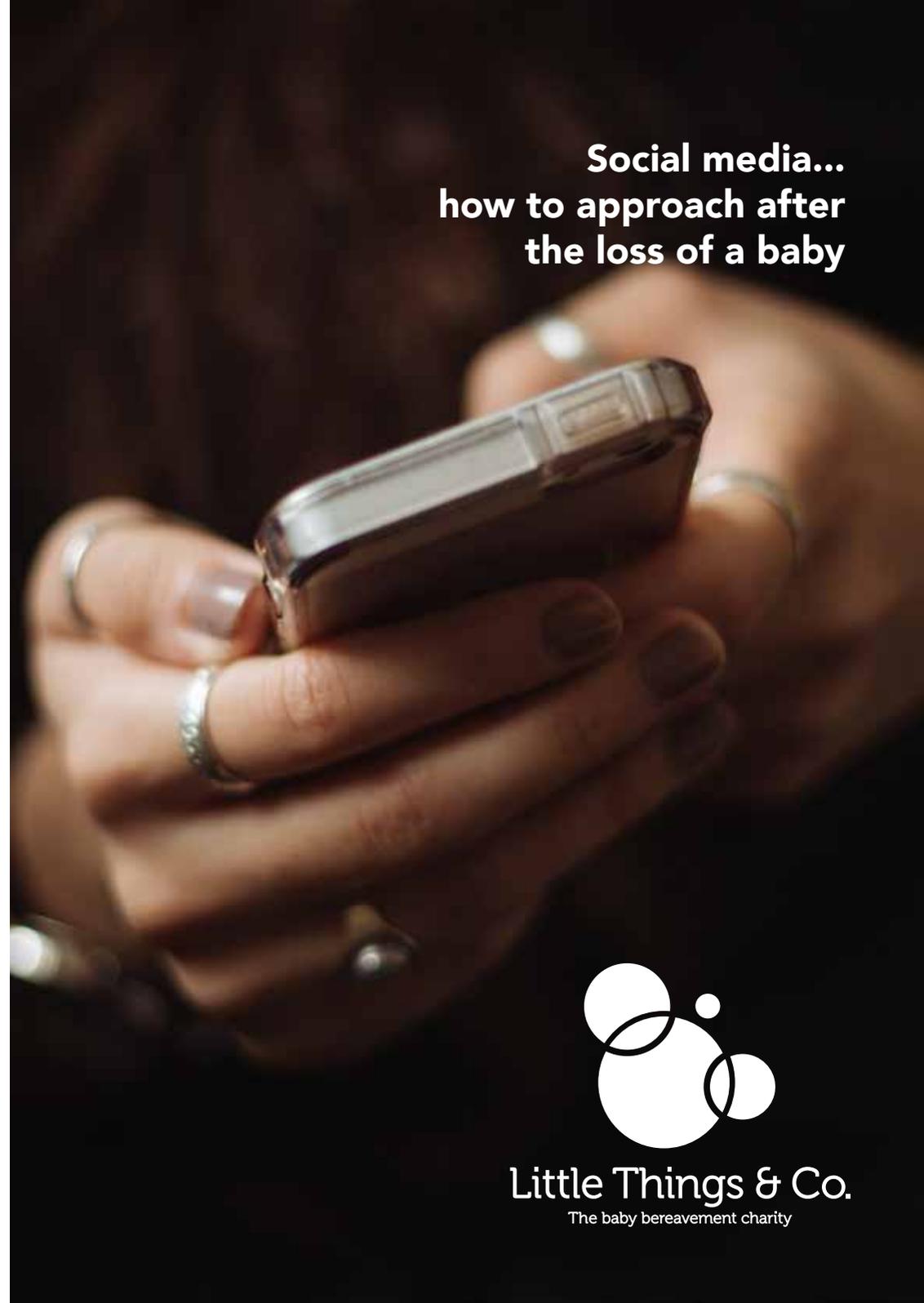
Please remember that the decisions you make are yours. We have provided this information as a guide based on other families experiences.

These decisions are yours. However all of the information given here has been provided by parents who have also lost a child and what they found helpful.

Please note: This leaflet is focused on Facebook but is easily tailored for other social media platforms.



Social media... how to approach after the loss of a baby





Social media is used by so many of us now in our everyday lives. After the loss of a baby it can be a wonderful tool or a difficult entity.

Maybe you use social media regularly or occasionally but you may have announced your pregnancy via one of the many channels.

Sadly our world is still very behind in acknowledging baby loss. Although in some respects it is changing, sometimes the subject raised on social media can provoke negative reactions.

Difficult to believe isn't it? Yes, we get that.

If you feel it is appropriate to announce that your baby has died: aiming to avoid you experiencing any negativity, we

recommend reading this leaflet and using the helpful information provided on how to approach social media.

Helpful advice

Our advice would be to stagger the information over two days. The first day would be purely factual. We would recommend outlining: how you would like responses, if you intend to share pictures and your emotions in the coming days and weeks, and any other factual information.

For example:

"Peter and I would like to announce the birth and sadly death of our little boy Marley.

Marley was born yesterday weighing 6 pound 4 ounces. We are saddened and still trying to come to terms with this news. We would ask that people contact us via text message only.

We will be sharing photographs of our beautiful boy from tomorrow. If you do not wish to view these photographs or follow my posts; please feel free to click 'unfollow'. Our aim is to get through the coming days as best we can and appreciate your cooperation."

This post can be tailored to fit you, but ensures you have given your friends and contacts notice of your intentions. Other pregnant people, those who have lost a child themselves, or simply those who do not wish to know have been forewarned

and can then react or respond accordingly. We understand it is about you and your needs right now, however; by doing this you are giving yourselves the best chance of avoiding negativity.

From experience, we know some people are concerned with how they feel about the death of your baby, rather than how you feel. It is difficult to comprehend and the majority of people are likely to be supportive, loving and empathetic. But by adopting this practical approach you are protecting yourself at, what is already, a very vulnerable time.

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The next stage, the following day, is when you can divulge more information if you would like to, share pictures and your thoughts and feelings.