Sample Social Media

**Posts to announce your event**

* Join us on [DATE] as we bring together policymakers, parents, and experts to highlight what [LOCAL AREA] babies and families need to thrive! Register here: [LINK]
* We know that parents and caregivers are the true experts on what #babies and families in [COMMUNITY] need to thrive. Join us on [DATE] to share your story and encourage our leaders to #ThinkBabies: [LINK]

**Posts to preview your event**

* **Two Weeks Before:** We’re just two weeks out from our Think Babies Policy Forum! Will you be there to share your story and urge policymakers to #ThinkBabies? Register now: [LINK]
* **One Week Before:** What do [COMMUNITY]’s #babies and families need to thrive? Join us next week to #ThinkBabies and share how we can make sure all infants and toddlers have a strong start in life. [LINK]
* **One Day Before:** What do you want [COMMUNITY]’s leaders to know about raising #babies? TMRW, take some time to #ThinkBabies with us: [LINK]

**Day-of event posts**

* Today’s the day! We can’t wait to hear directly from parents on what #babies and families in [COMMUNITY] need to thrive. How are you taking time to #ThinkBabies today?
* How can we ensure babies [COMMUNITY] get the best possible start in life? Today, we’re excited to have [POLICYMAKERS] join us to hear how they can make a difference for babies and families. #ThinkBabies
* *We recommend that you post thank-you messages and photos of policymakers who attended; photos/quotes from any stories, and retweet posts from attendees.*

**Posts following event**

* **Thank You to Attendees:** Thank you to everyone who joined us to #ThinkBabies! Please share any photos or videos on this page. Stay in touch by joining the team that’s fighting for our future: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** We’re not done yet! Investing in baby brain development is one of the most important things we can do to ensure a strong future for [COMMUNITY]. #ThinkBabies with us: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** Babies form 1 MILLION+ new neural connections every second! That’s a whole lot of brainpower. It’s time for [HIGHLIGHT RELEVANT POLICYMAKERS] to #ThinkBabies. Join the team that’s fighting for our future: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** The greatest opportunity to influence a child’s life happens between the ages of 0 and 3. Just one more reason [HIGHLIGHT RELEVANT POLICYMAKERS] need to #ThinkBabies. Join us: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** Investing in baby brain development is one of the most important things we can do to raise healthy, well-rounded adults. #ThinkBabies with us: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** When we #ThinkBabies, and help parents support their healthy development, we create a better future for all of us—higher graduation rates, more employment, and healthier lives. Join the team that’s fighting for our future: <http://bit.ly/2M9eJpH>