Sample Social Media

**Posts to announce/preview your event**

* Babies’ brains are developing faster now than at any later point in their lives. That’s why we’re thrilled to welcome [POLICYMAKER HANDLE] on [DATE] to [DESCRIPTION] to see how [SITE] is supporting the littlest in our community. #ThinkBabies
* We’re grateful that [POLICYMAKER HANDLE] is taking time to #ThinkBabies with us on [DATE] as we visit [SITE AND DESCRIPTION].
* **One Day Before:** TMRW,[POLICYMAKER HANDLE] is joining us to #ThinkBabies as we visit [SITE AND DESCRIPTION].

**Day-of event posts**

* [POLICYMAKER HANDLE], get excited – today’s the day! We can’t wait to see directly 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 show [POLICYMAKER HANDLE] the impact that [SITE] has on [COMMUNITY]’s #babies and families. #ThinkBabies.
* *We recommend that you post thank-you messages and photos of the policymaker 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 ~~feel free to~~ 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>