Sample Social Media

The content below can be modified to reflect the details and priorities of your event.

**Posts to announce your event**

* ATTN [LOCAL AREA] parents & guardians of children ages 0-3! We want to hear from you! Join us for [YOUR VIRTUAL EVENT] to share your stories about the joys and challenges of raising infants & toddlers in our new “normal.” Register here: [LINK]
* We know that parents & caregivers are the true experts on what #babies and families in [COMMUNITY] need to thrive in the wake of the COVID-19 crisis and beyond. Join us on [DATE] to share your story and encourage our leaders to #ThinkBabies: [LINK]
* We’re excited to announce [YOUR VIRTUAL EVENT] to tell our policymakers it's time to #ThinkBabies. Join us: [LINK]

**Posts to preview your event**

* **Two Weeks Before:** We’re just two weeks out from our #ThinkBabies [YOUR VIRTUAL EVENT]! Will you 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:** Babies can’t wait! The need to make the potential of every baby our national priority has never been more urgent. Take some time to #ThinkBabies with us tomorrow: [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? Tune in: [LINK]
* How can we ensure babies in [COMMUNITY] get the best possible start in life? Today, we’re excited to have [POLICYMAKERS] join us to hear directly from families about the joys & challenges of raising infants & toddlers. Join us today! [LINK] #ThinkBabies
* *We recommend that you post thank-you messages and screenshots of policymakers who attended; photos/quotes from any stories, and retweet posts from families.*

**Posts following event**

* **Thank You to Families:** We loved hearing directly from families at our #ThinkBabies [YOUR VIRTUAL EVENT]! Stay in touch by joining the team that’s fighting for our future: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** We have heard parent stories but we’re not done yet! Investing in baby brain development is one of the most important things we can do to ensure [COMMUNITY] is able to recover & rebuild following #COVID19. #ThinkBabies with us: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** Telling the story of America’s babies is more important than ever. 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 first 3 years of a child’s life shape every year that follows. Just one more reason [HIGHLIGHT RELEVANT POLICYMAKERS] need to #ThinkBabies. The #COVID19 pandemic will have lasting effects on children, their families, & our community. Join us: <http://bit.ly/2M9eJpH>

* **General Ongoing Campaign:** Investing in #baby #braindevelopment 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 can ensure that our country doesn’t return to the previous status quo for babies and families after #COVID19. Join the team that’s fighting for our future: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** Even before COVID-19, #StateofBabies showed us that the littlest among us faced big challenges. What happens next is up to us. Share the data and take action: <https://bit.ly/3e6MKUF> [TAG ZERO TO THREE]