Social Media Posts to Promote Your *Strolling Thunder* Event

[If you are hosting a virtual *Strolling Thunder* Event, click [here](https://www.thinkbabies.org/wp-content/uploads/2020/08/Virtual-Events-Sample-Social-Media.docx) to view Sample Social Media Content for Virtual Events]

**Posts to Announce Your *Strolling Thunder* Date**

* We’re excited to announce #StrollingThunder—we’re going to [CITY/STATE CAPITAL] to tell our policymakers it's time to #ThinkBabies.
* The babies are coming! We’re counting down to [DATE] to bring #StrollingThunder to [CITY/STATE CAPITAL]. Get ready to #ThinkBabies, [POLICYMAKERS].

**Posts to Preview Your Event**

* **Two Weeks Before:** We’re just two weeks out from #StrollingThunder! Why do you think [POLICYMAKERS] should #ThinkBabies? Share your answers below!
* **One Week Before:** We’re coming next week to [CITY/STATE CAPITAL] with #StrollingThunder. Help us let our [POLICYMAKERS] know it’s time to #ThinkBabies.
* **Friday Before:** [#] days to go until families from across [STATE/COMMUNITY] come to [CITY/CAPITAL] to tell our policymakers to #ThinkBabies. #StrollingThunder
* **One Day Before:** The babies are ready to take on [CITY/STATE CAPITAL]! #StrollingThunder #ThinkBabies

**Day-of *Strolling Thunder***

* The babies are here! We’ve brought #StrollingThunder to [CITY/STATE CAPITAL] to make sure our [POLICYMAKERS] #ThinkBabies.
* Check out the #StrollingThunder families taking over [STATE/CAPITAL] today to tell our policymakers to #ThinkBabies.
* *We recommend that you post thank-you messages and photos of policymakers meeting with families; photos/quotes from any rally remarks and photos if you hold a “stroll;” and retweet posts from families.*

**Posts Following *Strolling Thunder***

* **Thank You to Families:** We loved spending #StrollingThunder with you and your babies! 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>
* **Thank You to Partners:** Thank you to all of the organizations who joined us for #StrollingThunder and helped make sure our [POLICYMAKERS] #ThinkBabies. Join us: <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 raise healthy adults. #ThinkBabies with us: <http://bit.ly/2M9eJpH>

**Social Media Guidance for Families Participating in Strolling Thunder**

The families you recruit will not only be advocates in person, but also through their social channels in advance of and during the *Strolling Thunder* event to spread the word digitally. Here are suggestions on the types of ways families can share their stories as they participate in *Strolling Thunder*. Be sure to remind them to follow your organization and use the hashtags #StrollingThunder and #ThinkBabies!

* **Traveling to Your State Capital and Arrival.** Snap some photos of the family packing and traveling by car, bus, and train to the *Strolling Thunder* event.
  + *So happy to be joining @[ORGANIZATION] in [CITY/CAPITAL] for #StrollingThun­der! @[RELEVANT POLICYMAKER(S)], get ready to #ThinkBabies with us [WHEN]!*
* **Decorating Their Child’s Stroller.** Parents should let their friends know that they are getting ready to stroll on your state capital or city council, and share photos of their handiwork.
  + *Getting crafty in preparation for #StrollingThunder with @[ORGANIZATION]. Are our [POLICYMAKERS] ready for us to come [WHEN]? #Think­Babies*
* **Meetings with Policymakers.** As parents make their way around the state capital, have them snap a photo at the entrance to each office, next to relevant flags and signs. When they meet with their policymakers, ask them to snap a family photo with their representative. Have them post these images throughout the day!
  + *Big thanks to @[POLICYMAKER] for speaking with us during #StrollingThunder about how to give all babies a strong start in life. #ThinkBabies*
* **Participating in a Rally or Stroll.** Share photos from parents if you will hold either activity as part of your *Strolling Thunder* event.
  + *Do you hear that? #StrollingThunder is here! So excited to be with @[ORGANIZATION] at [CITY/CAPITAL] Capitol Hill talking about what babies and toddlers need to thrive. #ThinkBabies*

**Social Media Guidance for Partners Participating in Strolling Thunder**

On [DATE], [ORGANIZATION], will host the first-ever *Strolling Thunder*TM advocacy day in [STATE/COMMUNITY] and [IN CITY/AT CAPITAL]. We’re bringing families from across [STATE/COMMUNITY] to meet with their policymakers they must [*Think Babies*](http://www.thinkbabies.org)TM—for stronger families, vibrant communities, and a prosperous country. And we could use partners’ help by supporting *Strolling Thunder* on their digital channels!

**Follow Us**

Follow us on [PLATFORM @HANDLE] and at [PLATFORM @HANDLE] for LIVE updates throughout the day. We’ll share photos of *Strolling Thunder* families and important facts and resources. We invite you to retweet and share those posts! We’ll also keep an eye on your posts to amplify them throughout the day.

Check out [#ThinkBabies](https://twitter.com/search?f=tweets&vertical=default&q=%23ThinkBabies&src=typd) and [#StrollingThunder](https://twitter.com/search?f=tweets&vertical=default&q=%23StrollingThunder&src=typd) for more updates, including posts from the *Strolling Thunder* families and policymakers.

Questions? Please contact [NAME] at [EMAIL]. Thank you for your support!

**Promotional Materials**

To make it easy to share the *Think Babies* message and support *Strolling Thunder*, we’ve crafted some suggested social media posts. But we welcome you to create your own! Please be sure to include #ThinkBabies and #StrollingThunder.

***Event-Specific***

* We’re proud to support families from across [STATE/COMMUNITY] at #StrollingThunder! They’re in [CITY/CAPITAL] to tell our policymakers it’s time to #ThinkBabies.
* Families from across [STATE/COMMUNITY] are in [CITY/CAPITAL] for #StrollingThunder to tell our policymakers to #ThinkBabies. And we couldn’t agree more!
* We’re proud to be one of the many voices supporting #StrollingThunder today! [POLICYMAKERS], it’s time to #ThinkBabies.
* In support of babies & families across the [STATE/COMMUNITY], we urge our policymakers to #ThinkBabies now and always. #StrollingThunder

***Policy*** [UPDATE BASED ON YOUR ORGANIZATION’S POLICY PRIORITIES]

* When babies get what their brains need to thrive, they have the best chance for healthy development. [HIGHLIGHT RELEVANT POLICYMAKERS]: it’s time to #ThinkBabies.
* When parents don’t have access to #paidleave, their babies—and our society as a whole—suffers. #ThinkBabies.
* Hey [HIGHLIGHT RELEVANT POLICYMAKERS]—when you think about a strong economy & workforce, military readiness & more, don’t forget to #ThinkBabies.
* Why #ThinkBabies? For time to bond after birth or adoption; quality, affordable #childcare; and resources parents want and need.
* In 28 states and DC, infant care costs more than college tuition. To change that, we all need to #ThinkBabies. [LEARN ABOUT THE COST OF CARE IN YOUR STATE [HERE](https://www.childcareaware.org/ccdc/?submissionGuid=e6913bcb-6765-425e-91be-9fa33fb3735d)]
* Most of our investments in early childhood start too late. That's why it's critical for [HIGHLIGHT RELEVANT POLICYMAKERS] to #ThinkBabies now!
* The littlest among us face big challenges, and the policies and programs in their state can make a difference in their ability to reach their full potential. How does [STATE] measure up? <http://bit.ly/2Epsfnl> #stateofbabies #thinkbabies

***Facts and Figures***

* 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.
* 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.
* Investing in baby brain development is one of the most important things we can do to raise healthy, well-rounded adults. #ThinkBabies.
* 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.

***Virtual Event Social Media 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.*