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 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**

* **General Thank You:** Thank you to the families and policymakers who joined us to lift up what babies and families need to thrive! Join us to #ThinkBabies <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign:** We’re not done yet! Babies and families still need your support, so we need to keep the momentum going. Join us to #ThinkBabies and urge policymakers to invest in babies and their families: <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 families support their healthy development, we create a better future for all of us. Join the team that’s fighting for our future: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign**: When babies succeed, we all succeed. Only when we ensure equitable opportunity for every baby to reach their full potential will we reach the potential of our communities and our country. #ThinkBabies. Join the team that’s fighting for our future: <http://bit.ly/2M9eJpH>
* **General Ongoing Campaign**: Every parent wants to give their child a strong start in life but decades of underinvestment in systems for supporting the health and well-being of young children and families and the insidious impacts of systemic racism stand in their way. #ThinkBabies with us: <http://bit.ly/2M9eJpH>