**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*