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

On [DATE], [ORGANIZATION], will host the [FIRST EVER/2ND, ETC.] *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 that support good health.
* Infant-toddler care, especially high-quality care, is prohibitively expensive with costs ranging from 29.3% of a family’s income to 93.8% depending on where the family lives. To change that, we all need to #ThinkBabies.
* 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
* Even before the COVID-19 pandemic, about 40 of babies lived in families without enough income to make ends meet. The data make clear that access to opportunity is not shared equally. To change that, we need to #ThinkBabies.
* 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.
* 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 now.

***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] #StrollingThunder
* 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 #StrollingThunder
* *We recommend that you post thank-you messages and screenshots of policymakers who attended; photos/quotes from any stories, and retweet posts from families.*