

# Strolling Thunder 2023

## Social Media Toolkit



In the weeks before your meetings with your Members of Congress, share your story (starting today!) on social media. This helps bring more attention to the work you are doing and the #ThinkBabies message! We know life is busy with a little one, so we've put together sample content for Twitter, Facebook, and Instagram. But make it your own! And don't forget: photos and videos can help tell your story and show why you're looking forward to talking to Congress.

### YOUR FIRST POST

1. Get a photo or video of your baby or family at the ready – giggles and play encouraged!
2. Post that content on your favorite social media channel(s): Twitter, Facebook, and/or Instagram!
3. Tag **@ZEROTOTHREE** and include **#ThinkBabies** and **#StrollingThunder** hashtags in your posts. When we see your posts, we'll share them on ZERO TO THREE channels!
4. Set the settings on your post to "Public" where possible.
5. If you post on Twitter, tweet directly at your Members of Congress by adding the handles of your Members of Congress in your email from your ZERO TO THREE family liaison.

Are you on TikTok?

Follow **@zero\_to\_three**

While TikToks don't reach Congress as easily, we'd love to see your creativity on the channel showing your excitement about representing your state and talking to Congress about what babies and their families need!

### SAMPLE POSTS

Sharing photos, videos, and your story is an important way to make your voice heard, even before you meet with your Members of Congress. Below are some copy samples to help get your second (and third, and fourth!) post started.

**TIP:** Wherever you see placeholder text – like this **[YOUR STATE]** – replace it with your information.

### In March: TELL THE PEOPLE IN YOUR NETWORKS WHAT YOU'RE DOING

Copy and paste the post below into your social media channels, making edits to make it your own!

Big news! We are representing **[YOUR STATE]** during Strolling Thunder 2023! Together with **@ZEROTOTHREE**, we'll be going to Capitol Hill to talk with our Members of Congress in June to tell them to **#ThinkBabies**.

**+ INCLUDE A PHOTO OF YOUR FAMILY**

Or [Click to Tweet](#), making any edits and adding a photo.

**Look here for new Sample Posts each month!**