



NAFCC August Advocacy Day Social Media Toolkit

Key Messages

- **High-Quality Family Child Care:**
 - Highlight the importance of family child care for children’s development and early education.
 - Advocate for increased support and recognition of family child care providers as essential partners in the early childhood education system.
 - Highlight the unique role family child care plays in supporting working families by providing flexible, affordable, and reliable child care options.
 - Call for equitable access to resources and training that empower family child care providers to deliver the best care.

Hashtags

- #NAFCCAdvocacyDay
- #SupportFamilyChildCare
- #EarlyChildhoodEducation
- #NextGenLeaders
- #LeadWithCare
- #FundFamilyChildCare
- #ValueFamilyChildCare
- #CommunitySupport

- #CareIsEssential
- #LeadershipStartsEarly

Target Audience

- Policymakers
- State Representatives
- Child Care Educators

Social Media Content

Examples of Social Media Posts

1. Announcement Post:

"Join us for NAFCC's August Advocacy Day to champion high-quality family child care! Let's ensure every child has access to the best early education. #NAFCCAdvocacyDay #SupportFamilyChildCare #EarlyChildhoodEducation"

2. Impact Story:

"Family child care providers are the backbone of our community, offering flexible, affordable, and reliable care. We need to #FundFamilyChildCare and #ValueFamilyChildCare for a brighter future. #CareIsEssential #CommunitySupport"

3. Call to Action:

"Calling all leaders and policymakers to recognize the crucial role of family child care in supporting working families and children's development. Let's #LeadWithCare and empower the next generation through equitable access to resources. #NextGenLeaders #LeadershipStartsEarly"

4. Support Message:

"Every child deserves a safe and nurturing environment for early learning. Support NAFCC's mission to increase access to high-quality family child care. #NAFCCAdvocacyDay #ValueFamilyChildCare #CareIsEssential"

Social Media Schedule

- **Two Weeks Before:**

- Announce the advocacy day, its importance, and the key messages.
- Example Post: "Save the date! Join us for NAFCC's August Advocacy Day in two weeks. Let's come together to support family child care. #NAFCCAdvocacyDay #SupportFamilyChildCare"

- **One Week Before:**

- Share impact stories from family child care providers and the children they care for.
- Example Post: "Meet Sarah, a dedicated family child care provider making a difference in her community. Learn more about her story and why family child care matters. #NAFCCAdvocacyDay #CareIsEssential"

- **Three Days Before:**

- Highlight the unique benefits of family child care and the call to action.
- Example Post: "Family child care offers flexible, affordable, and reliable options for working families. Join us in advocating for these essential services. #SupportFamilyChildCare #NAFCCAdvocacyDay"

- **The Day Before:**

- Last-minute reminder and a sneak peek into the activities planned for the advocacy day.
- Example Post: "Tomorrow is the big day! Get ready for NAFCC's August Advocacy Day. Stay tuned for live updates and exciting activities. #NAFCCAdvocacyDay #CommunitySupport"

- **On the Day:**

- Live updates, quotes from participants, and behind-the-scenes photos and videos.
- Example Post: "We're live at NAFCC's August Advocacy Day! Join us in celebrating family child care providers and advocating for better support. #NAFCCAdvocacyDay #LeadWithCare"

- **The Day After:**

- Thank everyone who participated and summarize the events.

- Example Post: "Thank you to everyone who joined us for NAFCC's August Advocacy Day! Your support makes a difference. Stay tuned for a recap of our amazing day. #NAFCCAdvocacyDay #CareIsEssential"

Engagement Strategy

• Compelling Storytelling:

- Share real experiences of family child care providers and the children they support to connect emotionally with the audience.

• Shareable Graphics & Videos:

- Create and share visually engaging content that highlights the campaign's key messages. •

Clear Call to Action:

- Encourage the audience to share, like, and comment on posts to spread the message further.

• User-Generated Content:

- Invite followers to share their own stories or messages of support using campaign hashtags.

• Live Q&A Sessions or Webinars:

- Engage directly with the audience through live events featuring experts in the field.

Advocacy Resources

1. Infographics and Fact Sheets:

- Highlight the impact of family child care on children's early development and working families.

2. Sample Social Media Posts and Templates:

- Provide ready-to-use posts for advocacy day promotion and engagement with policymakers.

3. Guidelines for Creating Compelling Stories:

- Offer tips for crafting engaging testimonials that resonate with the audience.

4. Detailed Schedule and Checklist:

- Include suggested posts, live video ideas, and engagement strategies for maximum reach.

5. Links to Relevant Research and Data:

- Provide credible information to support key messages and strengthen advocacy efforts.

6. Contact Information for Local Representatives:

- Offer templates for drafting personalized letters or emails advocating for family child care support.

7. High-Resolution Campaign Visuals and Logos:

- Supply branded materials for supporters to create their own content.

8. Tips for Engaging the Community:

- Share best practices for hosting local events or information sessions to amplify the campaign.

By following this comprehensive toolkit, NAFCC can effectively advocate for family child care, engage the community, and drive meaningful change. Let's make NAFCC's August Advocacy Day a resounding success! #NAFCCAdvocacyDay #CareIsEssential #LeadershipStartsEarly.
End of content.