

Child Care Strong: From Problems to Progress

May 4-7, 2025



Advocacy Day Social Media Toolkit

Social media is crucial in helping to amplify advocacy efforts. By sharing messages, videos, photos, and graphics about child care on your pages, you help ensure that messages about child care reach policymakers and potential new advocates on these platforms. It is also a great opportunity to further build relationships with your lawmakers and their staff!

Tips for Effective Messaging on Social Media:

- **Keep it simple.** To connect with your audience, you must speak a language they understand. Say something real by using plain language and short sentences.
- **Use pictures and videos to make your content pop.** Visuals are often much more effective at grabbing someone's attention. Try to include a photo or video from Advocacy Day to amplify your message.
- **Tag your key audiences.** Remember to tag your key audiences, especially your elected officials and @childcareaware, when you post your content or re-share CCAoA posts. Tagging ensures that your network of followers can see your posts and engage with them.
- **Use hashtags.** Using hashtags in your posts will make it easier for your network to find other posts related to our advocacy efforts. We encourage you to use #ActWithCCAoA25
- **Ask permission.** If you're taking a photo, including the name of a staff member, or tagging a lawmaker, ask permission from those you are including in your post before posting. It helps build trust and deepen the relationship.

A Few Examples:

- I enjoyed my day at the U.S. Capitol with #childcare advocates across my state during @ChildCareAware Advocacy Day. Speaking with my lawmakers, [@elected official's handle], about their work in Congress on behalf of #childcare providers and families has given me much hope for the sector's future. #ActWithCCAoA25
- Today, I joined other #childcare advocates to meet with federal lawmakers and urge them to support increased investments into the #childcare sector. I'm grateful for lawmakers like [@elected official's handle] for championing working families and our nation's children. #ActWithCCAoA25
- The [@your organization's handle] team just had a great meeting with [staff member's name] in [@elected official's handle]'s office. Thank you for talking with us about the importance of #childcare and what it means to everyone in our community! #ActWithCCAoA25