Using Social Media to Build a Movement

GENERAL RULES OF ENGAGEMENT

Whether you're active on Facebook, Twitter, Instagram, YouTube or all of the above, make sure that you **follow/like Let's Grow Kids**. This is the first step to make sure that you're seeing all of our content across these channels. And because it's the internet, we appreciate that you're mindful of your tone – we want to be confident and insistent in our messaging, without being combative. If you're in doubt, our posting guidelines can be your first reference to make sure you're posting something that's respectful, informative and supports the movement:

POSTING GUIDELINES – please refrain from posting any of the following:

- Profanity and vulgar or abusive language
- Potentially slanderous or libelous statements
- Threats of physical or bodily harm
- Sensitive information (for example, information that could compromise public safety)
- Offensive terms that target people based on race, ethnicity, national origin, religion, sex, gender, sexual orientation, disability or disease
- Images or other content that could threaten the safety or well-being of a child
- Content in violation of another's intellectual property right, or any law or regulation

TIPS FOR USING FACEBOOK

1. Make sure to LIKE and FOLLOW Let's Grow Kids on Facebook!
2. Just LIKING and COMMENTING on our posts really helps them spread farther – it only takes a click or two but it really does help!
3. You can always click SHARE to share our posts to your page as well. Feel free to add your own message and help your Facebook friends understand what we do, what the movement means to you and how they can get involved.
4. If you're writing your own post—maybe with pictures of yourself at an event—make sure to TAG LGK in those posts. If you're new to tagging, just type @Let's Grow Kids—a menu will drop down, and you can just click on the LGK logo.

Remember to keep it pithy and positive, and DON'T FEED THE TROLLS.

TIPS FOR USING TWITTER

1. Make sure to FOLLOW Let's Grow Kids on Twitter!
2. Much like Facebook, the easiest way to engage on Twitter is to LIKE and RETWEET our posts.
3. If you're tweeting about something that pertains to LGK, please make sure to MENTION us using the @ symbol (ex: @LetsGrowKids).
4. The name of the game on Twitter is HASHTAGS! If you're tweeting about us, please also save a few characters to throw in some of our favorite hashtags:

a. #littlekidsbigimpact
b. #investinkids
c. #earlychildhood / #earlychildhoodeducation
d. any event-specific hashtags
e. #vtpoli (if the post pertains to Vermont politics)

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TIPS FOR USING INSTAGRAM

1. Make sure to LIKE [Let's Grow Kids on Instagram](#)!
2. Give our posts a LIKE—as is true with the other platforms, this helps more people see our posts.
3. COMMENT on our posts—if there's a story or piece of info that resonates for you, please let us know! This helps us continue to post content that's useful and inspiring for our audience.
4. TAG us in the comments of other posts if you see content that might be pertinent to LGK.
5. Instagram Stories are a great option for sharing content that you don't want to keep forever, and there are a number of fun tools (like animated stickers and frames) that you can use. REMEMBER: Stories content disappears after 24 hours, so choose wisely.
6. Much like Twitter, Instagram runs on HASHTAGS! So tag away:
   a. #littlekidsbigimpact
   b. #investinkids
   c. #instakidsvt
   d. #earlychildhood / #earlychildhoodeducation
   e. any event-specific hashtags

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TIPS FOR USING YOUTUBE

1. Make sure to SUBSCRIBE to the [Let's Grow Kids channel on YouTube](#)!
2. Feel free to SHARE any of the videos from YouTube on your other social media channels—you can click "Share" underneath the video and YouTube will walk you through the process.
3. COMMENT on our videos in YouTube itself.

Remember to keep it pithy and positive, and DON'T FEED THE TROLLS.