

Using Your Digital Voice

**Social Media Overview +
Advocacy Resources for
Early Childhood Educators**



Facebook

Facebook is the largest social media site, and has a wide variety of users. Contrary to popular perception about an aging user base, a recent Statista study found that the largest demographic using the site is between the ages of 25-34. It's a great way to reach a lot of people, and effective for influencing at the community level.

Things to know:

Keep posts concise. Short, easy-to-read posts usually gain the most attention.

Images and video are most likely to get people's attention. If you're posting a message you've written, include a photo.

Facebook makes it easy to share other users' posts - it takes only a second, and it's helpful for sharing important messages. When you share posts from Let's Grow Kids, VTAEYC, and other partners, you engage hundreds more people in our work.

3 out of 5 of Vermont's youngest children do not have access to the child care they need - that means too many children are not getting the strong start they deserve that will set them up for a lifetime of success. Join Vermont's Child Care Campaign (Link) [#childcareisessential](#)



Like

Comment

Our accounts:

**Let's Grow Kids
VTAEYC**

**Let's Grow Kids Early
Educators Group
Let's Grow Kids Action
Network**

If you want us to see and elevate your post, tag us: @LetsGrowKids and @VTAEYC.

Twitter

Twitter focuses more on news and resources. It's a favorite platform of journalists, politicians, and others who prefer to communicate in short, snappy soundbites. It can be a great way to connect with legislators and other public figures that you may not have a personal relationship with.

Things to know:

Twitter's character limit-280-is shorter than most other platforms. Keep posts brief and to the point.

Use hashtags to help people find your post by topic.

Twitter is a great place to network. Retweeting posts and replying to other users is a good way to gain followers.



Kaitlin Northey @KaitNorthey · Apr 27

Mark Foley in [@vtdigger](#) "They're not babysitting. They're not simply keeping children safe so their parents can work for companies like ours. These early childhood educators are responsible for guiding our young Vermonters through the most important years of human development" ✓



Let's Grow Kids @LetsGrowKids · Apr 27

VT Business leaders today: Whether you're looking for short-term gains or long-term solutions - public investment in child care is the single most important decision we can make as a state for a brighter economic future.



Full press release: letsgrowkids.org/newsroom/vermo...

[Show this thread](#)



Hashtags to use:

#vtchildcarecampaign

#childcareisessential

#investinchildcare

#childcareiseveryonesbusiness

#earlyeducatorsareessential

any event-specific hashtags

Our accounts:

Let's Grow Kids

Let's Grow Kids Action Network

Instagram

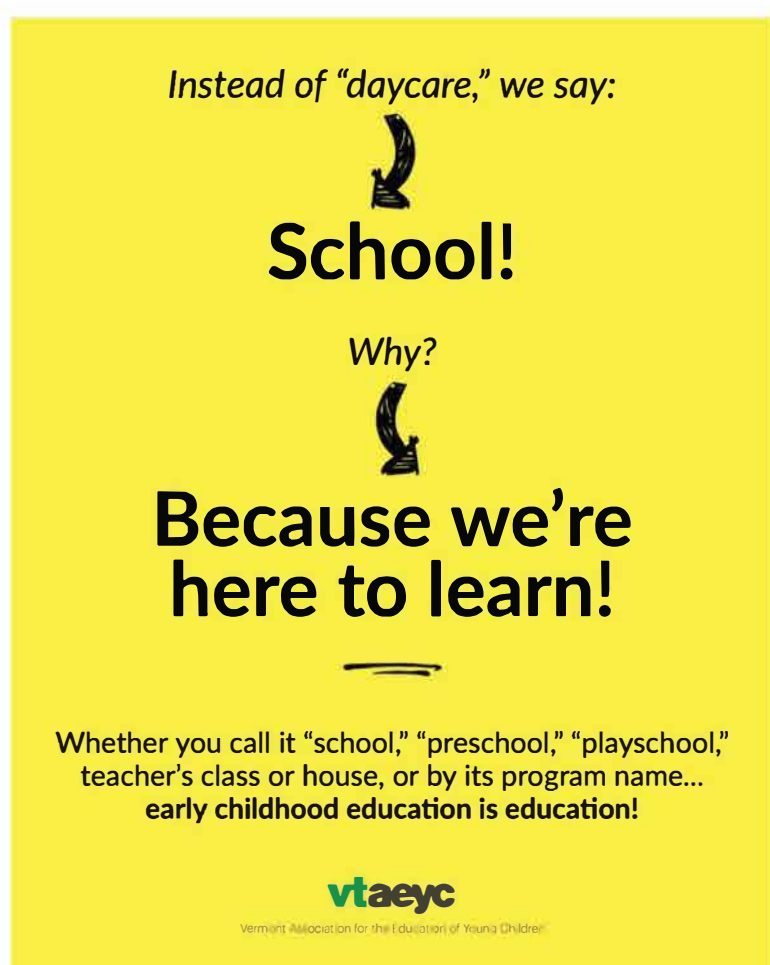
Instagram is designed for sharing photos and graphics. People tend to scroll quickly through posts when using the platform, so prioritize an eye-catching visual even if you're including text. (Instagram's character limit for captions is 2,200.)

Things to know:

Sharing links on Instagram isn't particularly user-friendly. If you want to share a link, include it in your profile. Then, share a photo and use the caption to direct your followers to your profile ("link in bio").

Use hashtags to help people find your post by topic.

Instagram Stories are another good way to share your content. Stories disappear after 24 hours, but are featured prominently at the top of users' Instagram accounts. After you post, consider sharing it to your story for increased visibility.



Hashtags to use:

#childcareisessential

#savechildcare

#SolveChildCare

#earlychildhood

#earlychildhoodeducation

Our accounts:

Let's Grow Kids

Let's Grow Kids Action Network

VTAIEYC



clearspo12345678 Early childhood educators are NOT babysitters! They are skilled professionals responsible for guiding our young Vermonters through the most important years of human development. #earlychildhood #earlychildhoodeducation

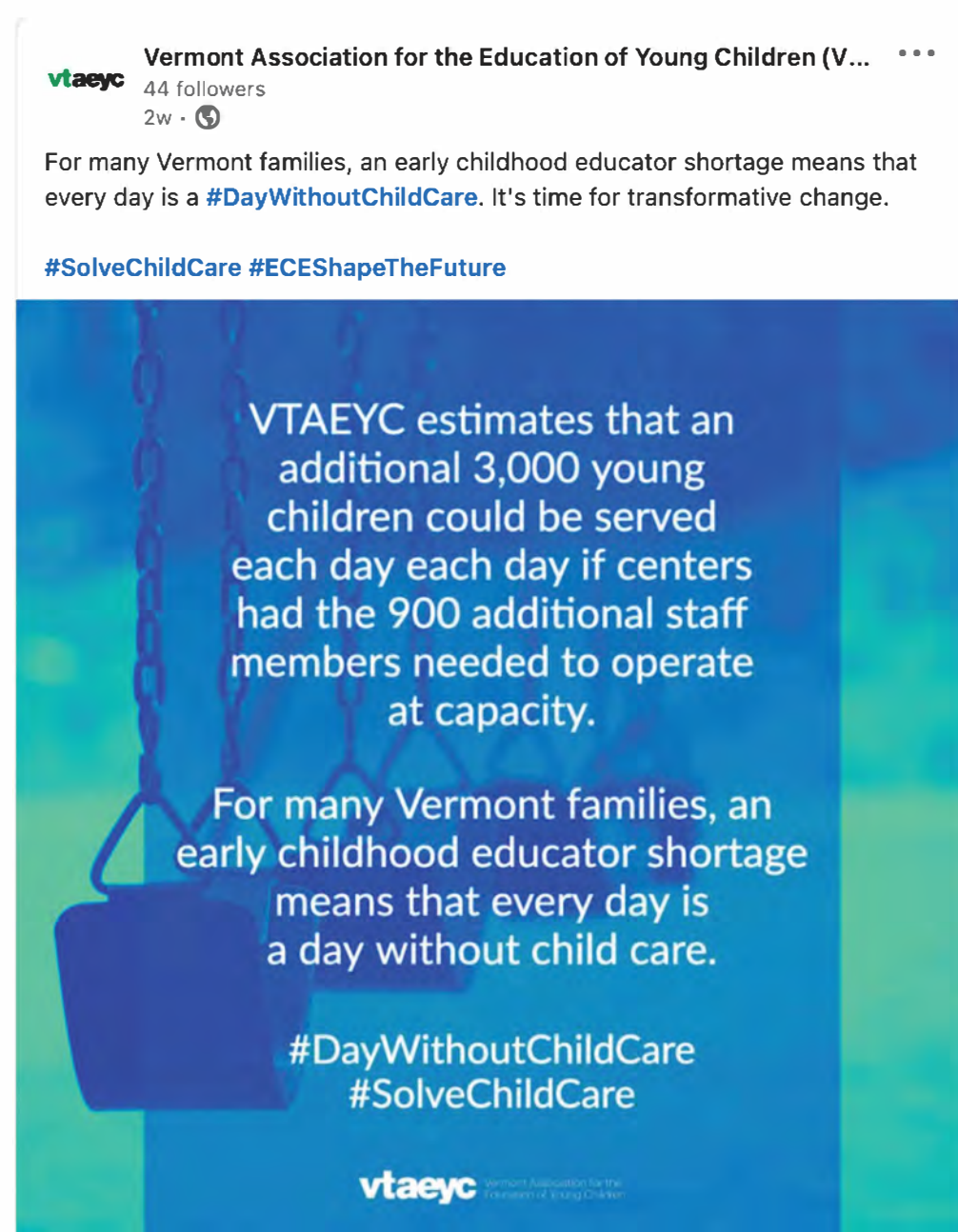
LinkedIn

LinkedIn is intended as a professional networking site, so the tone is a little more formal.

People visit the site specifically for job updates and professional content, so it's a good place to recognize the professional achievements of you and your colleagues.

Things to know:

Keep posts lighthearted and celebratory. LinkedIn isn't a place for weighty policy discussions or serious debate, but it's good for announcing an exciting development at your program or spotlighting one of your staff.



Our accounts:

VTAIEYC

Let's Grow Kids

Tips for Using Your Social Network

1. Use the social media platform (or platforms) you feel most comfortable with. There is no right or wrong place to connect with people.
2. Be yourself – that's why your friends trust you.
3. Give your network a next step (a link, tag some folks you'd like to engage and ask for their response, "DM me," etc)
4. Don't engage with or respond to attacks. Ignore the person, or block them if they are being inappropriate or abusive.
5. Liking, commenting on, and sharing posts helps those posts reach more people. It only takes a click or two, and it really does help share the message.



Sample Posts

Vermont's child care crisis:

3 out of 5 of Vermont's youngest children do not have access to the child care they need - that means too many children are not getting the strong start they deserve that will set them up for a lifetime of success. Join Vermont's Child Care Campaign ([Link](#))
#childcareisessential

Early Childhood Educators are Essential:

Early childhood educators are NOT babysitters! They are skilled professionals responsible for guiding our young Vermonters through the most important years of human development.

Early childhood educators are the workforce behind the workforce. Without us, thousands of Vermont parents are unable to take jobs and support our economy.

Child care is everyone's business:

Just like roads and bridges, child care is critical infrastructure that enables Vermont's working parents to get to their jobs, to earn a living, and contribute to our economy - and we must invest in child care the same way. #childcareisinfrastructure

We must invest in child care:

Whether you're looking for short-term gains or long-term solutions - investing in child care is the single most important investment we can make in a brighter future for our brave little state.

Resources

VTAEYC Content Library

Let's Grow Kids Action Network Social Posts

Recommended social media accounts to follow:

- NAEYC - Facebook / Twitter / Instagram / LinkedIn
- NAFCC - Facebook / Twitter / Instagram / LinkedIn
- National Head Start Association - Facebook / Twitter / LinkedIn
- National Women's Law Center - Facebook / Twitter / Instagram / LinkedIn
- TEACH National - Facebook / Twitter
- Zero to Three - Facebook / Twitter / Instagram / LinkedIn
- Harvard Center on the Developing Child - Facebook / Twitter / Instagram / LinkedIn
- Alliance for Early Success - Facebook / Twitter / LinkedIn
- Vermont Early Childhood Advocacy Alliance - Facebook
- Building Bright Futures - Facebook / Twitter / Instagram / LinkedIn
- Child Development Division (AHS DCF CDD) - Facebook
- Community College of Vermont - Facebook / Twitter / Instagram / LinkedIn
- Northern Lights at CCV - Facebook
- Let's Talk: Early Childhood Vermont FB page



Thank you!

Please don't hesitate to reach out if you have additional questions, if you need support along the way, or you have ideas for how we can improve this resource. We want to hear from you!

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