

# Using Your Digital Voice

Social Media Overview &  
Advocacy Resources for Early  
Childhood Educators



# Facebook

Facebook is one of the largest social media sites 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 ages 25 and 34. It's a great way to reach a lot of people, and it's 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 videos 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. When you share posts from Let's Grow Kids, VTAEYC, and other partners, you engage hundreds more people in our work.

## 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*



# X (formerly Twitter)

X (formerly Twitter) focuses more on news and resources. It's a favorite platform for 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

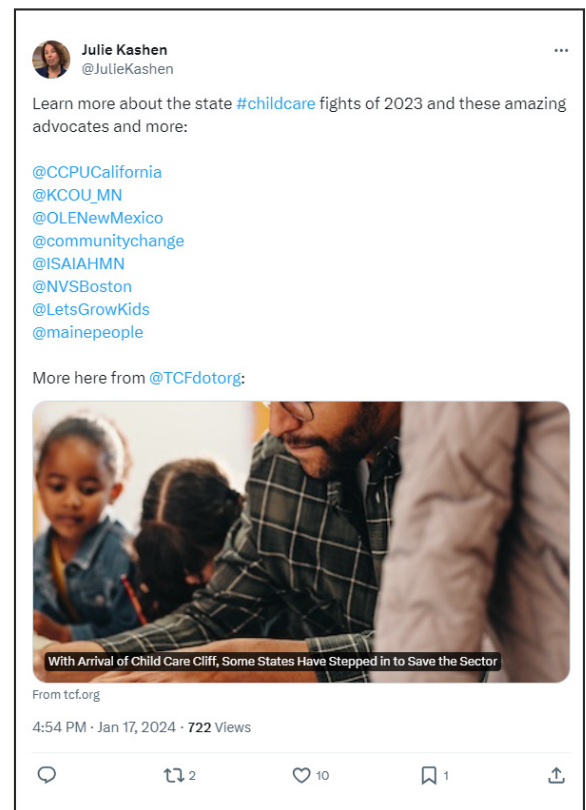
- X limits posts to 280 characters. Keep posts brief and to the point.
- Use 1-2 hashtags to help people find your post by topic.
- X is a great place for networking. Retweet posts and reply to other users to gain followers.

## Hashtags to Use

- #VTChildCareCampaign
- #ChildCareIsEssential
- #InvestInChildCare
- #ChildCareIsEveryonesBusinesss
- #EarlyEducatorsAreEssential

## Our Accounts

- Let's Grow Kids
- Let's Grow Kids Action Network



# Instagram

Instagram is designed for sharing photos, graphics and videos. People tend to scroll quickly through posts when using the platform, so prioritize eye-catching visuals, even if you're including text.

## Things to Know

- Instagram's character limit for captions is 2,200.
- To share a link on Instagram, include the link in your profile. Then, share a photo and use the caption to direct followers to your profile ("link in bio").
- Use hashtags to help people find your post by topic.
- Share content on Instagram Stories to increase visibility. Stories disappear after 24 hours, but are featured prominently at the top of users' Instagram accounts.

## Our Accounts

- Let's Grow Kids
- Let's Grow Kids Action Network
- VTAEYC

## Hashtags to Use

- #ChildCareIsEssential
- #SolveChildCare
- #EarlyChildhoodEducation

*Manchester Journal*

**Op-ed: Early Childhood Education Is Now A Viable Career Choice:**

"For the first time, young people considering career options can envision early childhood education as a viable and respected career, with low or no student debt, a living wage and opportunities to grow within the field."

-Sharron Harrington and Heather Duhamel

**vtaeyc**  
Vermont Association for the Education of Young Children

vtaeyc The public investment of Act 76, plus resources and pathways for current educators, career changers, and traditional students, make early childhood education a viable career choice - write VTAEYC's Sharron Harrington and @vermontstateuniversity's Heather Duhamel in this op-ed published in the Manchester Journal on Jan. 19.

# LinkedIn

LinkedIn is intended as a professional networking site, so the tone is a little more formal. People visit LinkedIn specifically to network with companies and the hiring community as well as find professional development content. 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 is a good place for announcing an exciting development at your program or spotlighting one of your staff.

## Our Accounts

- Let's Grow Kids
- VTAEYC



# Tips for Using Your Social Networks

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. Include a link, tag folks you'd like to engage and ask 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**

We're making real progress on child care through Act 76. But, too many of our youngest children still don't have access to the child care they need. That means too many kids aren't getting the strong start they deserve. Join Vermont's Child Care Campaign so we can fully solve this crisis together: [link] #ChildCareIsEssential

## **Early Childhood Educators are Essential**

Early Childhood Educators are skilled professionals responsible for guiding our young Vermonters through the most important years of human development. They deserve professional compensation and benefits.

## **Child Care is Everyone's Business**

Like roads and bridges, child care is critical infrastructure that enables Vermont parents to get to their jobs, earn a living, and contribute to our economy. We must invest in child care. #ChildCareIsEveryonesBusiness



## Accounts to Follow

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





# Thank You!

Please don't hesitate to reach out if you have additional questions, if you need support along the way, or if you have ideas for how we can improve this resource. We want to hear from you: [info@letsgrowkids.org](mailto:info@letsgrowkids.org)