

Social Media Messaging for Parents

Our child care system is in crisis. We can no longer hold back closures without action in this legislative cycle. Parents can help move solutions forward by sharing their experiences seeking to find and afford care. Understanding how this crisis is impacting local communities, the communities where policymakers and their voters live, is critically important.

Parents, and programs serving families, can support this effort by posting to their social media pages and encouraging working parents to do the same. Personalizations are welcome!

Campaign themes (we've got three!):

- **Who's got baby?**
- **Safe and Sound**
- **Too young to stay home alone?**

These mini-campaigns spotlight the worries parents must carry as they seek safe, reliable care for their children. The pandemic spotlighted the burdens of trying to manage care while working, and parents can sound the alarm that without care, it can be impossible to hold down a job.

What happens when families lose the care they depend on? Parents need to tell their story, reference the following talking points, paired with images found in the digital image bank.

[**CLICK HERE FOR SOCIAL MEDIA IMAGES FOR PARENTS**](#)

Tips:

- Limit word count to 40-80 words
- Be clear, concise, and end with a call to action
- Using your company's name or leader's name makes a deeper impact on readers
- Boosting posts allows your message to reach beyond the followers of your page

Hashtags to Use

- #WhosGotBaby
- #SafeAndSound
- #NotHomeAlone
- #ProtectNCChildCare

Pick the best time to publish



When you post at the optimal time or day of the week, your content is more likely to get noticed. Below are several of the [best times](#) to post on Facebook, Twitter (X), Instagram, and LinkedIn, according to Sprout Social's research arm.

Facebook:

- Best times: Mondays through Fridays at 3 a.m., Tuesdays at 10 a.m. and noon
- Best days: Tuesdays through Fridays

Instagram:

- Best times: Mondays at 11 a.m., Tuesdays and Wednesdays from 10 a.m. to 1 p.m., and Thursdays and Fridays 10 a.m. and 11 a.m.
- Best days: Tuesdays and Wednesdays

Twitter (X):

- Best times: Mondays, Tuesdays, Wednesdays, Fridays and Saturdays at 9 a.m.
- Best days: Tuesdays and Wednesdays

LinkedIn:

- Best times: 10 a.m. to noon
- Best days: Wednesdays and Thursdays

Post language for use with images

- If I lose care, I lose my job. I have a toddler and it would be impossible to take care of her at home while working. Policymakers need to fix child care so parents can work and support their families. [If you have an action link, place here]
- I drive [amount of time] every day to drop my son off at child care. If that site closes, I would likely have to drive over an hour in my rural community to find care. We just can't take any more closures in our community. [If you have an action link, place here]
- My workday is a full 8 hours, and if I lose after school care, I would have to quit my job. Policymakers need to fix the child care crisis so parents like me can work and support our families. [If you have an action link, place here]
- I have been hobbling together child care for months now, while I sit on waiting lists all over town. It's stressful, and makes it hard to focus at work. Life is hard enough. We need to fix the child care supply problem or my family may have to move. [If you have an action link, place here]

The NC Early Education Coalition will have a live action center and link once legislation is introduced.