

Social Media Messaging for Business

Our child care system is in crisis. We can no longer hold back closures without action in this legislative cycle. Business leaders can help move solutions forward by sharing their need for reliable child care to achieve their business goals - and what would happen to their business if child care was not available.

Understanding how this crisis is impacting local communities, the communities where policymakers and their voters live, is critically important.

Businesses can support this effort by posting to their social media pages and incorporating talking points on the issue in newsletters. Personalizations are welcome!

Campaign theme:

I can't do it without my team – and WE can't do it without child care.

This campaign promotes the essential relationship between the child care and the business sectors, with a call to action for policymakers to stabilize providers and limit closures. It stands on the premise that when workers lose access to child care, they lose the ability to work, limiting business growth for your business, and the state's economy.

Business and economic development leaders are the most powerful messengers for conveying the risk ahead as emergency grants end and more programs face closure. What would it mean to your business if access to child care meant a loss of workers? To tell your story, reference the following talking points, paired with images found in the digital image bank.

[CLICK HERE FOR SOCIAL MEDIA IMAGES FOR BUSINESS](#)

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

- #BusinessNeedsChildCare
- #FixNCChildCare
- #ProtectChildCare
- #ChildCareAccess
- #WeAllNeedChildCare
- #CantDoltWithoutChildcare



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

- [Business name) is calling for a fix to child care! It's as essential as roads, electricity, and water for running our business. Tell policymakers that if child care sites close, our doors could close, too. [If you have an action link, place here]
- Our [number of employees] employees include [dozens/hundreds] of working parents dependent on child care to come to work. We support a policy that keeps access available for our family of employees and keeps our business doors open. Tell policymakers to act now! [If you have an action link, place here]
- North Carolina is losing billions in economic development activity due to a lack of access to child care. At [business name], we need access to more child care to hire more workers and expand. Child care is an economic development driver. Tell policymakers to fix system flaws threatening to shutter child care programs! [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.