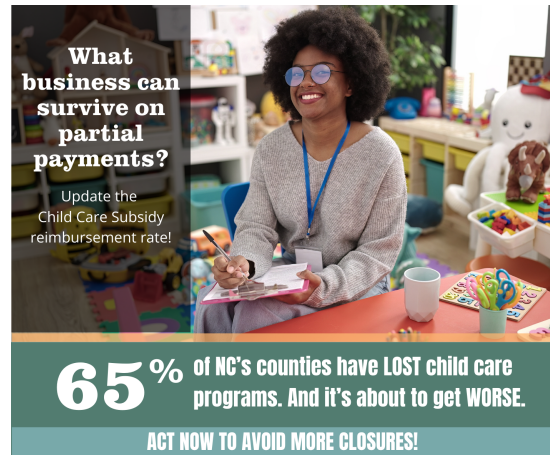


## Social Media Messaging for Providers

Our child care system is in crisis. We can no longer hold back closures without action in this legislative cycle. Providers can help move solutions forward by sharing their experiences as small businesses struggling to provide services without getting fully reimbursed, and the impact to the community if providers have to close doors. Understanding how this crisis is impacting local communities, the communities where policymakers and their voters live, is critically important.

Providers 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:

#### What business can survive on partial payments?

This campaign spotlights a condition that is unique to child care small businesses - not getting paid in full for services rendered. This “hole in the boat” deserves a fix! Tell policymakers to stabilize providers and limit closures. When workers lose access to child care, they lose the ability to work, limiting business growth for local businesses, and the state’s economy.

Providers are powerful first-person messengers for conveying the risk ahead as emergency grants end and more programs face closure. What would it mean to your personal well being, staff, and families you serve if your doors close? 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 PROVIDERS](#)

### 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 to our business community. If my child care site closes, businesses we serve like [note local businesses here] may close their doors too. [If you have an action link, place here]
- Each month my income falls short due to a flawed reimbursement system with the state for Child Care Reimbursements payments that don't cover the full costs of care. How can I stay open when I'm losing money EVERY MONTH? Tell policymakers to act now! [If you have an action link, place here]
- Time's up for child care programs like mine. The state needs a real fix to update flawed reimbursement rates for Child Care Subsidy - which don't cover costs of care. We need a rate floor that gives rural programs like mine the same funding as urban sites. [If you have an action link, place here]
- We want to expand but can't due to flawed reimbursements for Child Care Subsidy that don't cover costs, and create an ongoing loss that limits my growth. Tell policymakers to set a fair floor rate for all. [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.