











SOCIAL MEDIA CONTENT IDEAS





Protective Factors for Parents & Caregivers





Post these on your social media channels and/or share them with partners to post on their channels.





| Topic / Suggested Posting Date | Facebook | Twitter |
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| Parental Resilience / Strength in the Face of Stress [INSERT DATE] | <p>Parenting is both joyful and stressful. When bad things happen, parents must support their families – and themselves -- through difficult times. There are resources in our community to help you bounce back.</p>  | <p>When bad things happen, parents must support their families - and themselves - through hard times. There are resources to help.</p>  |

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| <p>Parental Resilience / Strength in the Face of Stress</p> <p>[INSERT DATE]p</p> | <p>I am resilient. Even when life is hard, I continue to love, support and enjoy my children.</p>  | <p>I am resilient. Even when life is hard, I continue to love, support and enjoy my children.</p>  |
| <p>Social Connections</p> <p>[INSERT DATE]</p> | <p>It takes a village ... Parents need people who care about them and their children. Strong, positive relationships with friends, family, neighbors and others will help you be an even better parent.</p>  | <p>Like everyone else, parents need people we count on for advice and help. Strong, positive relationships help you be an even better parent. #ItTakesAVillage #EarlyChildhood #Parenting</p>  |

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| <p>Social Connections</p> <p>[INSERT DATE]</p> |  <p>Supportive relationships with other adults help you be an even better parent.</p> | <p>#ItTakesAVillage #EarlyChildhood #Parenting</p>  <p>Supportive relationships with other adults help you be an even better parent.</p> |
| <p>Social Connections</p> <p>[INSERT DATE]</p> | <p>When a parent feels lonely or depressed, their pain can limit their ability to provide loving care to their children. If you need help, there are resources in our community to support you.</p>  | <p>When a parent is lonely their pain can limit their ability to provide loving care for children. Every parent needs a network of support. There are resources in our community to support you.</p>  |

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| <p>Knowledge of Parenting and Child Development</p> <p>[INSERT DATE]</p> | <div data-bbox="285 100 1066 623"> <div data-bbox="323 159 558 555"> <p>When parents understand child development, they can provide what children need at each phase of growth.</p> </div>  </div> | <p>#ChildDevelopment #EarlyLearning #EarlyChildhood #Parenting</p> <div data-bbox="1176 207 1957 730"> <div data-bbox="1213 266 1449 662"> <p>When parents understand child development, they can provide what children need at each phase of growth.</p> </div>  </div> |
| <p>Knowledge of Parenting and Child Development</p> <p>[INSERT DATE]</p> | <p>When parents understand child development, they know what to expect from their children and are able to provide what children need during each phase of growth. Learn more about child development and parenting strategies at www.earlylearningco.org.</p>  | <p>When parents understand child development, they know what to expect and are able to provide what children need during each phase of growth. Learn more at www.earlylearningco.org</p>  |

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| <p>Knowledge of Parenting and Child Development</p> <p>[INSERT DATE]</p> | <p>Understanding child development helps parents and caregivers effectively deal with challenging behavior. When parents know what to expect from each stage of their child's development, they will gain new parenting skills. Learn more at www.earlylearningco.org.</p>  | <p>Understanding child development helps parents and caregivers effectively deal with challenging behavior. When parents know what to expect from each stage of development, they will gain new parenting skills. Learn more at www.earlylearningco.org.</p>  |
| <p>Concrete Support in Times of Need</p> <p>[INSERT DATE]</p> | <p>All parents need help sometimes, but for some parents, asking for help is not easy. Reach out! Here are some resources to help.</p>  <p>Parents: Asking for help is an important step toward managing stress and improving your situation.</p> | <p>All parents need help sometimes, but for some parents, asking for help is not easy. Reach out! Here are some resources to help. #EarlyChildhood #Parenting</p>  <p>Parents: Asking for help is an important step toward managing stress and improving your situation.</p> |

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| <p>Social Emotional Competence of Children</p> <p>[INSERT DATE]</p> | <p>When you respond kindly to your child, allow him to express his feelings, and act as a role model for how to interact with other people, your child learns social-emotional skills that will help him throughout life.</p>  | <p>When you respond kindly to your child, allow him to express his feelings, and act as a role model for how to interact with others, your child learns social-emotional skills that will help him throughout life.</p>  |
| <p>Social Emotional Competence of Children</p> <p>[INSERT DATE]</p> | <p>Social-emotional skills allow children to manage their emotions, make friends, resolve conflicts peacefully and take care of others. Children aren't born knowing how to do these things. They learn over time with our support and example.</p>  | <p>Social-emotional skills help children manage their emotions, make friends, resolve conflicts peacefully and more. Children aren't born knowing how to do these things. They learn over time with our support.</p>  |