Social Media Toolkit

April 2026

State Budget Advocacy: Take Action Tuesdays

Goal - collect signatures on the current action alert: Final Chance to Speak on the State Budget: Tell Lawmakers to Invest in Kids Early!

Tag the Kids Can't Wait Campaign in your posts

- Instagram: @kidscantwaitny
- Facebook: Kids Can't Wait NYS Campaign

Use these key hashtags

- #KidsCantWaitNY
- #MyWhyforEI
- #InvestEarly
- #EIWorks
- #NYforEI

Tag Decisionmakers

nstagram

- @govkathyhochul
- @cheastie
- @andreastewartcousins

Facebook

- Governor Kathy Hochul
- Carl E. Heastie
- Andrea Stewart-Cousins

Graphics:

- Choose a graphic
  - **Download graphics from Google Drive:** https://drive.google.com/drive/folders/1_5GPY3_hBZS5emsxnLX1QHBLj-lV7_IB?usp=sharing

Caption Ideas - *make sure to direct the audience to the action alert link at the top of this page*

- Send a letter to state lawmakers to demand an 8% pay increase for Early Intervention providers in this year's state budget!
- Delayed is not denied....YAY to 5%... BUT WE NEED 8% TODAY. #KidsCantWaitNY Send a letter to lawmakers now!
- It was a two year wait for a 5% increase in provider pay – but kids can't wait another day. Tell the leaders of our State: New Yorkers demand an additional 8! #InvestEarly #EIWorks
- Pay providers what they deserve so they can serve! #KidsCantWaitNY #NYforEI
- EI delayed is EI denied! Providers have been underpaid for decades, causing workforce shortages and, in turn, massive waitlists for Early Intervention (EI) services. Tell the State: our kids can't wait! #NYforEI #KidsCantWaitNY
- Raise your voice – NY needs to raise the pay of EI providers! #KidsCantWaitNY
- Early Intervention works – but only if children can get their services. We need an 8% rate increase to address provider shortages.