



Social media is a critical tool not only to share information, but also to garner interest in and support for specific initiatives.

[Seventy-five percent](#) of parents log onto Facebook daily and [95%](#) or more of U.S. senators and representatives use Facebook and Twitter. Plus, these two platforms are [trusted sources](#) for general and political news, which means social media presents EHS members and stakeholders a key opportunity to reach our target audiences.

Social Media Tips

When sharing on social media, keep the following in mind:

→ **Understand your audience and messenger**

- ✓ The Early Head Start Rising Advocacy Toolkit is meant to help you connect with stakeholders who can either directly influence policy or those who can advocate for increased funding for Early Head Start. Recognize who you are trying to reach, with what message, and who is best positioned to deliver that message.
- ✓ For example, a first-hand anecdote from a family can help build an understanding of Early Head Start's impact—something that could easily resonate among any audience. However, a business leader might need additional information about how Early Head Start works on the ground so they can better understand the potential financial impact on their community. This more detailed conversation might be better with the program director as the main messenger.

→ **Include an image or video**

- ✓ Research shows that including a photo of a child or person in your social media posts or other messaging can help people better connect with your message. [A study](#) by the University of California San Diego found that a single image has the power to sway people and change behavior, unlike words alone.
- ✓ If a picture is worth a thousand words, the exchange rate for video is even higher. People today spend an average of [16 hours a week](#) watching online videos across social and online platforms. And according to Google, [six out of 10 people](#) prefer online video platforms to traditional TV. People go online to watch videos, and they're incredibly persuasive, with videos being [shared more](#) than static graphics, photos, and images, giving them a [greater ROI](#).

✓ Pro Tip

If you're looking to customize your social media post to a specific individual or organization, first look at their website (e.g., Congressional member page, organization's website, etc.). Many times, they will list their social media information from their website.

→ **Pick the best time to publish**

- ✓ Getting your content seen is the number one priority when it comes to reaching and motivating your audiences to take action. Posting at the optimal time and days of the week can increase the likelihood that your content will be noticed. Below are several of the [best times](#) to post on Facebook and Twitter according to Sprout Social's research arm. We've broken out two industries with similar interests and content to Early Head Start—healthcare and education.

HEALTHCARE



FACEBOOK

Monday – Friday, at 11 AM



TWITTER

**Mondays, 9–12 PM;
Tuesdays, 8 AM–1 PM**

Best day to post: Tuesday

Worst day to post: Sunday

EDUCATION



FACEBOOK

Tuesday – Thursday, at 10 AM

Best day to post: Tuesday & Wednesday



TWITTER

Monday 6–9 PM; Thursday, at 10 AM

Best day to post: Monday

Worst day to post: Sunday

→ **Stick to the ideal character count**

- ✓ Every social media platform has a character count limit for its posts. But to increase engagement, it's also important to know the [ideal character count](#) for social media posts. This could improve your chances of getting people to read or engage with your posts.



FACEBOOK

Ideal character count per post: < 50
63,206 character count limit



TWITTER

Ideal character count per post: 240-259
280 character count limit per post

Share these social media posts with your audience. Click on the graphics to [download](#).

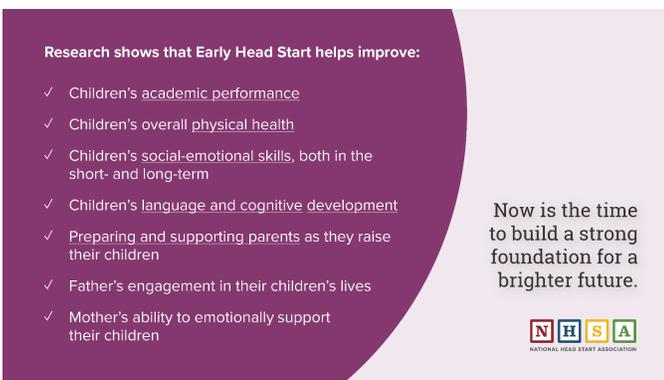
Facebook Posts



- Now is the time to invest in our nation's greatest resource—our youngest children. Download the Early Head Start Rising Advocacy Toolkit to learn how you can give all families, infants, and toddlers a head start. go.nhsa.org/EHS-advocacy



- Every parent wants what's best for their child. But the window of opportunity to build a strong foundation for their child is small. It's time we recognize the challenges that so many families face and give every eligible family access to the quality Early Head Start support that sets children up for success. go.nhsa.org/EHS-advocacy



- For over 25-years, Early Head Start has helped millions of young children and their families thrive. But Early Head Start only reaches 11% of eligible infants and toddlers and their families. [\[@ insert name of the individual or organization you're trying to reach\]](#), will you help give every eligible family the chance at a head start? The time for increasing Early Head Start funding is now! go.nhsa.org/EHS-advocacy



- Only one in 10 income-eligible infants and families have access to Early Head Start support. Why? Because of insufficient funding. [\[@ insert name of individual you're wanting to reach\]](#), it's time we increase Early Head Start funding and give every income-eligible family a head start. go.nhsa.org/EHS-Facts

Social Media Guide

Research shows that Early Head Start helps improve:

- ✓ Children's academic performance
- ✓ Children's overall physical health
- ✓ Children's social-emotional skills, both in the short- and long-term
- ✓ Children's language and cognitive development
- ✓ Preparing and supporting parents as they raise their children
- ✓ Father's engagement in their children's lives
- ✓ Mother's ability to emotionally support their children

Now is the time to build a strong foundation for a brighter future.



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- When all families are able to build a strong foundation for their children, we all have a brighter, healthier future. It's time we give every eligible family access to Early Head Start and the support that helps build infants' and toddlers' social, emotional, and academic foundation. go.nhsa.org/EHS-advocacy

It's time to give every eligible infant, toddler, and family a head start.



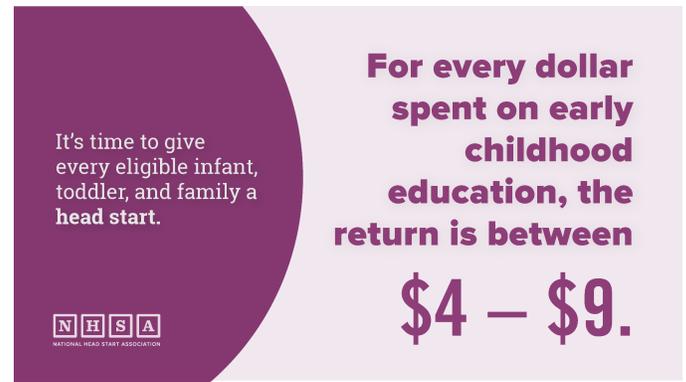
For every dollar spent on early childhood education, the return is between **\$4 – \$9.**

- Increasing funding is a necessary first step to ensure all families have access to the crucial support and services they need during their child's earliest years. It's a good investment, too. Let's all come together, invest in our future, and increase access to Early Head Start for every eligible family! [\[@ insert names of individuals or organizations you're trying to reach\]](#) go.nhsa.org/EHS-Facts

Twitter Posts



- Only one in 10 income-eligible infants and families have access to #EarlyHeadStart support. Why? Because of insufficient funding. [@ insert name of individual you're wanting to reach], it's time we increase Early Head Start funding and give every income-eligible family a head start. #EarlyHeadStartRising go.nhsa.org/EHS-Facts



- Increasing #EarlyHeadStart funding gives all families access to the support and services they need during their child's earliest years. [@ insert names of individual or organization you're trying to reach], let's make a good investment! #EarlyHeadStartRising go.nhsa.org/EHS-Facts



- #EarlyHeadStart is the only federal program focused on #prenatal to age 3 early development and learning for families from income-eligible households. All eligible families deserve this support. It's time we increase funds for Early Head Start TODAY! #EarlyHeadStartRising go.nhsa.org/EHS-Facts



- Now is the time to invest in our nation's greatest resource—our youngest children. Learn how YOU can support America's families, infants, and toddlers through #EarlyHeadStart. #EarlyHeadStartRising go.nhsa.org/EHS-Facts



- Every parent wants what’s best for their child. But many families still struggle with child care, health care, and other essential support. Every family and child deserves a head start. #EarlyHeadStart #EarlyHeadStartRising go.nhsa.org/EHS-advocacy

- When all families are able to build a strong foundation for their children, we all have a brighter, healthier future. Download the #EarlyHeadStartRising Advocacy Toolkit so you can help give every eligible family a head start. go.nhsa.org/EHS-advocacy

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