**Sample Social Media Posts**

*Social media can be a great way to share information about the issues that matter to you with your own personal network, and it’s also a great way to communicate directly with candidates. You can typically find links to candidates’ Twitter and Facebook pages on their campaign website, or you can search for their profiles on each platform. Below are some samples messages you can post or use to help you craft your own.*

***Call on your community to get involved***

* Our elected officials make critical decisions that impact families and can help ensure that all children have what they need for a strong start in life. Help ensure #Election2022 candidates make young children a top priority: <http://ow.ly/ZcXk50Kyg2e>
* The greatest opportunity to influence a child’s success begins early when our brains grow faster than any later point in life. Get the tools and resources you need to urge candidates to #ThinkBabiesNC: <http://ow.ly/ZcXk50Kyg2e>
* Whether at a virtual townhall, during a debate, or on social media, each of us can educate all candidates to turn them into champions for young children. Get info to help make your vote count for NC’s young children: <http://ow.ly/ZcXk50Kyg2e>
* As advocates, we play a critical role by ensuring that all candidates have the information they need to make crucial decisions that will impact families. Join in the momentum: <http://ow.ly/ZcXk50Kyg2e>

***Tell candidates that young children and families should be their top priority***

* #Election2022 brings into focus voters’ priorities and sets the agenda for all of the policymakers on the ballot. Will children and families be at the top of your list? [INSERT CANDIDATE HANDLES]
* As a [INSERT PROFESSIONAL TITLE, ORGANIZATIONAL EXPERTISE, OR PERSONAL CONNECTION TO ISSUE], I know the importance of investing in the early years. If elected, how would you make every child’s potential your priority? [INSERT CANDIDATE HANDLES]
* Families in NC need #childcare, #paidleave and #healthcare to build a strong foundation for our babies. It’s time to #ThinkBabiesNC in 2022 and make their potential our priority. [INSERT CANDIDATE HANDLES]
* The decisions policymakers make now will help determine if NC’s #babies have a strong foundation for success. How will you ensure their families are supported through the pandemic and into the future? [INSERT CANDIDATE HANDLES]

***For issue-specific social media posts and graphics, please use the following links:***

* [Early Education Social Media Toolkit](https://www.ncearlyeducationcoalition.org/think-babies-nc/think-babies-nc-early-education-social-media-toolkit/)
* [Supported Families Social Media Toolkit](https://www.ncearlyeducationcoalition.org/think-babies-nc/think-babies-nc-supported-families-social-media-toolkit/)
* [Healthy Beginnings Social Media Toolkit](https://www.ncearlyeducationcoalition.org/think-babies-nc/think-babies-nc-healthy-beginnings-social-media-toolkit/)
* [Think Babies™ NC Social Media Toolkit](https://www.ncearlyeducationcoalition.org/think-babies-nc/think-babies-nc-social-media-toolkit/)