

Head Start Week of Action Social Media Toolkit

April 16 – 20, 2018

Here are a few simple ways to let your friends and family – and even Congress! – know what you're up to during Head Start Week of Action!

- **Follow, retweet and share our posts!**



@SCActionNetwork



@SavetheChildrenActionNetwork



@SavetheChildrenActionNetwork

- Use **#BrightFutures** and **#InvestInKids** in all your posts.
- **Take pictures!** Be sure to take post content with photos from your events and activities!
- Organize a Head Start **Snap Advocacy** action! This is an effective photo campaign that can help spread your message. Learn more about snap advocacy [here](#).
- **Tag people** (@SCActionNetwork, event speakers and members of Congress)
- **Give live updates!** Tell your friends what you're up to during the Week of Action.
- Post our **graphics!** You can find a couple to use in your posts [here](#).
- **Coming Soon:** Share this short [video message](#) about Head Start from Save the Children Trustee Jennifer Garner!

Sample posts:

Facebook: It's our job to make sure kids don't miss out on early learning opportunities. Join me and @SavetheChildrenActionNetwork in urging Congress to support early childhood education programs like Head Start and Early Head Start! <http://bit.ly/2qkvKE7> #BrightFutures #InvestInKids

Twitter: High-quality #earlyed programs like #HeadStart and Early Head Start help kids get the best start in life. We must urge Congress to support these programs! <http://bit.ly/2qkvKE7> #BrightFutures #InvestInKids

Instagram: Children living in poverty who don't benefit from early education programs are more likely to drop out of school. Join me in urging Congress to support early childhood education programs like #HeadStart and Early Head Start and help kids succeed! Visit @SavetheChildrenActionNetwork to learn how you can make a difference. #BrightFutures #InvestInKids #earlyed