

## HAVE A HEART 2026 – SOCIAL MEDIA TOOLKIT

This February, advocates across the country are showing lawmakers what it looks like to **Have a Heart and invest in kids.** ❤️

From writing postcards and valentines to showing up at advocacy events, families and volunteers are taking action for **early childhood education and child care** – and sharing it publicly helps those moments travel further.

When lawmakers see constituents speaking out publicly, it makes a difference. Sharing your advocacy on social media helps raise awareness, build momentum and show that families in our communities are paying attention.

### Post in 60 Seconds or less

1. **Snap** a photo or record a short video
2. **Copy** a caption or use a video prompt below
3. **Tag** lawmaker(s) + @SaveTheChildrenActionNetwork so we can amplify your post
4. **Use** #InvestInKids
5. **Re-share** Save the Children Action Network or Save the Children's posts

### What to Capture (Photo or Video Ideas)

*Tip: Vertical video (phone upright) performs best on Instagram and Facebook.*

1. **Show & Tell (5-10 sec)**  
Film what you're doing and add text on screen: "We're having a heart for kids  
❤️ Invest in child care."
2. **One-Line Message (10-15 sec)**  
Look at the camera and say: "I'm having a heart for kids because child care  
matters to families like mine."
3. **Group Moment (5-10 sec)**  
Capture your group waving, holding valentines, or showing postcards together.



## Sample Captions (Copy & Paste)

### Instagram/Facebook

#### Short & Fun

1. Let's have a heart and #InvestInKids! I'm speaking up with @savethechildrenactionnetwork for kids, families and child care because investing in children is investing in our future.
2. Every budget reflects our values. I'm joining @savethechildrenactionnetwork in calling on [Tag your lawmaker] to have a heart and put kids first. #InvestInKids

#### Active & Personal

Today we took action for kids — writing valentines, raising our voices and showing lawmakers that families want to #InvestInKids and our future.

I'm proud to add my voice with @savethechildrenactionnetwork and call on leaders to protect early learning and child care.

### Twitter

Investing in kids is investing in America. With budget decisions ahead, Congress must protect early learning and child care. **@LAWMAKER\_HANDLE**—have a heart and support the Child Care Modernization Act. #InvestInKids

#### *Have an idea for a creative social media post?*

We'd love to see it! Reach out to your SCAN staff member or connect with Samra at [skhawaja@savechildren.org](mailto:skhawaja@savechildren.org) to share your idea or get support bringing it to life.