

How Can This Resource Help You?

Social media is a powerful communication tool that you can use to increase the visibility of your child care stabilization grant program. You can leverage social media, such as Facebook and Twitter, to drive traffic to your child care stabilization grant application and instructions; build awareness for the subgrants; and add a new, more dynamic dimension to your child care stabilization grant engagement efforts.

This guide provides basic instructions on how to post social media content on Facebook and Twitter. It also presents tailored social media messages about the child care stabilization grants for key segments of your target audience. Each message is written in a different tone. Choose the messages that may resonate best with your target audience. This tool can be used by Child Care and Development Fund (CCDF) Lead Agencies or intermediaries.

These messages also include useful national hashtags that will help your key audience find your message on social media. A hashtag is a word or phrase preceded by a hash sign (#) that is used on Twitter to identify digital content on a specific topic. Adding a hashtag to your social media content helps users find posts on specific topics, like child care. Be sure to add any hashtags for local campaigns or other key hashtags related to child care to extend your social media reach.

The Child Care State Capacity Building Center’s [Social Media Strategies to Support Consumer Education Websites](#) (2019) and [Consumer Education Website Online Module Series, “Module 2 - Promoting Your Consumer Education Website”](#) (2021) provide helpful tips on using social media to share information and best practices for managing a professional social media presence.

How to Post to Facebook

1. From the top of your News Feed, select “What’s on your mind, [Name]”?
2. Type your text using the sample text provided in the next section.
3. At the bottom of the post pop-up, you will see text that says “Add to your post.” From there, select the “Photo/Video” option and add a photo. Tip: When choosing photos to post on social media, be sure to follow proper copyright protocol and obtain appropriate permissions.
4. Select the audience selector at the top (which is set to “public” by default) and select to whom you’d like to share your post.
5. Select “Post.”

How to Post to Twitter

1. Near the top of the window, select the text box labeled “What’s happening?”
2. Type your text using the sample copy provided in the next section.
3. Select “Tweet.”

Note: Twitter posts have a 280-character limit (including spaces).

Sample Text

Use the sample text below to build social media messages that resonate with your target audience. Feel free to refine these messages to best fit your agency’s or organization’s needs.

General Audience

Twitter

#ChildCareProviders: #DYK the #AmericanRescuePlan included nearly \$24B for child care stabilization grants? **[INSERT STATE, TERRITORY, OR TRIBE NAME]** received **[INSERT \$ AMOUNT (for example, \$24 million)]** to help you recover from the COVID-19 pandemic. Find out how you can apply for funds: **[LINK]**

Facebook

Child care providers: Did you know that the American Rescue Plan included nearly \$24B for child care stabilization grants? **[INSERT STATE, TERRITORY, OR TRIBE NAME]** received federal funding to help you get back on your feet after the COVID-19 pandemic.

A wide range of child care providers may be eligible.

Find out if you are eligible and how you can apply for funds: **[LINK]**

Parent Audience

Twitter

#Parents: Support your child care provider by spreading the word that grants are available to help them recover from the COVID-19 pandemic. Many providers may be eligible for these grants. Share this link with your provider so that they may apply! **[LINK]**

Facebook

Parents: Support your child care provider by spreading the word that grants are available to help them recover from the COVID-19 pandemic. Many providers are eligible to receive grants to help them cover a range of expenses, including personnel costs, rent or mortgage payments, supplies related to COVID-19, and more.

Share this link with your provider: **[LINK]**

Child Care Program and Provider Audience

Post Option A

Twitter

#ChildCareProviders: Help is on the way! #DYK that grants are available NOW to help you cover pandemic-related business expenses, such as personnel costs, rent or mortgage payments, insurance, PPE, & more? Find out if you are eligible & how to apply: **[LINK]**

Facebook

Creating Social Media Posts

“How-To” Guide

Help is on the way, child care providers! Did you know that grants are now available to help you cover pandemic-related business expenses, such as personnel costs, rent or mortgage payments, insurance, facility maintenance, PPE, and more? **[INSERT STATE, TERRITORY, OR TRIBE NAME]** received federal funding to help you recover from the pandemic. Find out if you are eligible now: **[LINK]**

Post Option B

Twitter

#ChildCareProviders: Were you shut down or heavily affected by COVID-19? Help is here! **[INSERT STATE, TERRITORY, OR TRIBE NAME]** received **[INSERT \$ AMOUNT (for example, \$24 million)]** to help you cover pandemic-related business expenses, such as rent or mortgage, personnel costs, & more! Apply now! **[LINK]**

Facebook

Child care providers: Were you shut down or heavily affected by COVID-19? Help is here!

[INSERT STATE, TERRITORY, OR TRIBE NAME] received **[INSERT \$ AMOUNT (for example, \$24 million)]** to help you recover from the pandemic. Grants are available to help you cover pandemic-related business expenses, such as personnel costs, rent or mortgage payments, insurance, facility maintenance, PPE, and more!

Find out if you are eligible and how to apply now! **[LINK]**

Post Option C

Twitter

#ChildCareProviders: YOU are the backbone of our economy. That's why the #AmericanRescuePlan included \$24B in grants to help you reopen or continue to operate. Funds can be used to cover personnel costs, rent or mortgage, & other expenses. Learn more: **[LINK]**

Facebook

Child care providers: YOU are the backbone of our economy. That's why the American Rescue Plan included nearly \$24 billion in grants to help you reopen or continue to operate.

Funds can be used to cover personnel costs, rent or mortgage, insurance, facility improvements, supplies related to COVID-19, and other costs.

Learn more and apply today: **[LINK]**

Post Option D

Twitter

#ChildCareProviders: Grants are now available to help you pay for a range of pandemic-related business costs, including personnel costs, rent or mortgage, facility maintenance, and more! Find out if you are eligible and how to apply today! **[LINK]**

Facebook

Child care providers: Grants are now available to help you pay for a wide range of pandemic-related business costs, including personnel costs, rent or mortgage, mental health support, facility maintenance, PPE, and other costs related to COVID-19.

Eligible child care providers can apply for these grants by completing an application through **[NAME OF WEBSITE OR AGENCY]** at **[INCLUDE URL]** or by contacting **[INSERT PHONE OR EMAIL CONTACT]**.

Apply today!

Post Option E

Twitter

Calling all #ChildCareProviders! #DYK that **[NAME OF WEBSITE OR AGENCY]** has **[INSERT \$ AMOUNT (for example, \$24 million)]** in grants available to help #ChildCareProviders with business costs associated with the COVID-19 pandemic? Don't miss out! Get the details: **[LINK]**

Facebook

Calling all child care providers! **[NAME OF WEBSITE OR AGENCY]** has **[INSERT \$ AMOUNT (for example, \$24 million)]** in grants available to support you as your business recovers from the pandemic. A wide range of child care providers may be eligible. Don't miss out!

Get more details on who is eligible and how to apply for funds: **[LINK]**

Post Option F: Tribal Child Care Providers

Twitter

Tribal #ChildCareProviders: Help is on the way! Grants are available to help you recover from the COVID-19 pandemic. Funds can help cover business expenses, such as personnel costs, rent or mortgage, facility maintenance, and more. Learn how to apply: **[LINK]**

Facebook

Tribal child care providers: Help is on the way! Grants are available to help you recover from the pandemic. Funds can help cover business expenses, including personnel costs, rent or mortgage, facility maintenance, mental health support, and more.

Find out if you are eligible: **[LINK]**

Post Option G: Summer Learning or After-School Program Audience

Twitter

Calling all #SummerLearning and #AfterSchool providers! Child care programs that serve school-age children may be eligible to receive COVID-19 recovery help. Don't miss out. Find out if you are eligible and how to apply: **[LINK]**

Facebook

Calling all child care programs that serve school-age children! Grants are available to help programs that meet **[INSERT STATE, TERRITORY, OR TRIBE NAME]** health and safety requirements recover from the pandemic. Don't miss out on this COVID-19 recovery opportunity. Find out if you are eligible here: **[LINK]**



Sample Posts

Here are a few examples of social media posts that use the sample text above. Review these examples to see how you could apply this sample text in your social media outreach efforts.

General Audience—Facebook Post

CCDF Lead Agency/Partner Yesterday at 11:45am · 🌐

Child care providers: Did you know that the American Rescue Plan included nearly \$24B for child care stabilization grants? **[INSERT STATE, TERRITORY, OR TRIBE NAME]** received federal funding to help you get back on your feet after the COVID-19 pandemic.

A wide range of child care providers may be eligible.

Find out if you are eligible and how you can apply for funds: **[LINK]**

36 3 Comments 2 Shares

Like Share

Child Care Program and Provider Audience

Post Option F: Tribal Child Care Providers—Facebook Post

 **Tribal CCDF Lead Agency/Partner** ⋮
Yesterday at 11:45am · 

Tribal child care providers: Help is on the way! Grants are available to help you recover from the pandemic. Funds can help cover business expenses, including personnel costs, rent or mortgage, facility maintenance, mental health support, and more.

Find out if you are eligible: [\[LINK\]](#)



 36  3 Comments  2 Shares

 Like  Share

Post Option G: Summer Learning or After-School Program Audience—Twitter Post



CCDF Lead Agency/Partner
@YourTwitterHandle

Calling all #SummerLearning and #AfterSchool providers! Child care programs that serve school-age children may be eligible to receive COVID-19 recovery help. Don't miss out. Find out if you are eligible and how to apply: [LINK]

11:17 AM. Aug 6, 2021 .

32 Retweets 122 Likes

Reply Retweet Like Share

