





**Social Media Toolkit**

The following pages outline sample social media content with images and suggested copy for Facebook, Twitter, or Instagram. Feel free to use these components as is, inserting your program name where indicated. Contact Jacque Hale at [jhale@earlyimpactva.org](mailto:jhale@earlyimpactva.org) to request digital files for the images.

Image	Sample Post
	<p>The struggle is real. We can help you manage.          Learn more about coping with the stress of being a new parent with [PROGRAM].</p>
	<p>Parenting is a full-time job. We can provide the tools you need.          Learn more about building happy, healthy children with [PROGRAM].</p>
	<p>Babies don't come with instructions. We can help.          Learn more about your baby's growth and development with [PROGRAM].</p>
	<p>Support and resources help families succeed. We can connect you.          Learn more about home visiting with [PROGRAM].</p>



Being the best parent you can be means asking for help when you need it. We are there for you. Learn more about building happy, healthy children with [PROGRAM].



Trusted partners connecting with families. We are there for you. Learn more about home visiting at [PROGRAM].



You are your baby's first and most important teacher. We can provide the tools you need. Learn more about how bonding with your baby helps their brain grow at [PROGRAM].



Learn how bonding with your baby helps their brain grow at [PROGRAM].



Learn how home visiting connects families with resources at [PROGRAM].

	<p>Learn how home visiting builds happy, healthy children at [PROGRAM].</p>
	<p>Learn how home visiting helps you be the parent you want to be at [PROGRAM].</p>
	<p>Learn how home visiting helps you when and where you need it at [PROGRAM].</p>

Contact Jacque Hale at [jhale@earlyimpactva.org](mailto:jhale@earlyimpactva.org) or 804-359-6166 ext. 205 if you have any questions.