

SOCIAL MEDIA DAY OF ACTION TOOLKIT



FEBRUARY 14TH



PURPOSE

As a part of the annual Louisiana Early Ed Month, the [Louisiana Policy Institute for Children](#) is activating partners, child care providers, and early childhood education supporters to virtually raise awareness and advocate at the state level for continued investment in early childhood education. This toolkit includes several resources for social media actions to take place on Friday, February 14. **Join the conversation online and encourage others to do so using the hashtag #LAEarlyEdMonth!**

CONTENTS OF THIS TOOLKIT INCLUDE:

- Key messages
- Sample Facebook and Instagram posts
- Sample Twitter posts
- Social media graphics
- Logo + brand colors

KEY MESSAGES

*to incorporate during the #LAEarlyEdMonth
Social Media Day of Action*

- Child care is a critical piece of our economic infrastructure. Early childhood education is the industry that allows all other industries to thrive.
- Investing in early childhood education has an immediate positive benefit on our workforce, our businesses, and our state's economy.
- Louisiana employees previously reported missing work, leaving or changing jobs, coming in late, or leaving early because their child care situation was unreliable, unaffordable, inaccessible, or some combination of the three.
- Two-thirds of children from birth to age four in Louisiana have all available parents in the workforce and, therefore, will need to spend a significant amount of time in child care.
- Investing in Louisiana's early childhood education system is investing in our short- and long-term educational and economic success.
- High-quality early childhood education can have profound long-term positive effects on children. These benefits include fewer referrals for special education services, fewer grade retentions, and an increased likelihood of graduating from high school.
- Right now, 70% of Louisiana children begin kindergarten behind their peers, meaning that kindergarten teachers are responsible for remediating most of their students from day one. Once children start behind, it is difficult to catch them up.
- Sustainable investments in early childhood education mean that working parents will maintain workforce participation, employers, including child care providers, will have a reliable workforce with minimal interruptions, and our children will be prepared for success in school and life. By working together, we can realize a better, stronger Louisiana now and in the future.





FACEBOOK & INSTAGRAM



Child care is the backbone of our economy. 🏗️ When early childhood education thrives, so does every industry. It's time to recognize child care as critical infrastructure!

#LAEarlyEdMonth #ChildCareIsEssential
#ChildCareImpactsEveryone

Learn more about the impact that the early childhood education sector in Louisiana has on the workforce by visiting policyinstitutela.org!



Working parents need support, and so do their children. With two-thirds of Louisiana's children under four needing child care, investing in early childhood education is an investment in our families and our future.

#LAEarlyEdMonth #ChildCareIsEssential
#ChildCareImpactsEveryone

Learn more about how early childhood education affects the parents of young children by visiting policyinstitutela.org.



Unreliable, unaffordable, inaccessible child care isn't just a family issue—it's a workforce issue. Louisiana employees need better options to stay productive and thrive.

#LAEarlyEdMonth #ChildCareIsEssential
#ChildCareImpactsEveryone

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FACEBOOK & INSTAGRAM



💡 Did you know that 70% of Louisiana children start kindergarten behind their peers? 💡 High-quality early childhood education can close that gap and set every child up for success.

#LAEarlyEdMonth #ChildCareIsEssential
#ChildCareImpactsEveryone

Learn more about the need to invest in quality early childhood education experiences for our youngest Louisianans by visiting policyinstitute.la.gov.



Investing in early childhood education isn't just good for children—it's good for business. Reliable child care helps parents stay in the workforce and helps children prepare for a brighter future. ☀️

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#ChildCareImpactsEveryone

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#ChildCareIsEssential because children who receive high-quality early childhood education also experience a reduced likelihood of future involvement in the juvenile or criminal justice systems.

#LAEarlyEdMonth #ChildCareIsEssential
#ChildCareImpactsEveryone

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FACEBOOK & INSTAGRAM



💖 This Valentine's Day, let's show some love to the littlest hearts in Louisiana! High-quality early childhood education sets the foundation for a lifetime of success. By investing in our youngest learners, we're helping them—and their families—thrive. 🌟 Because what's more loving than building a brighter future?



#LAEarlyEdMonth #ChildCareIsEssential
#ChildCareImpactsEveryone

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💖 Roses are red, violets are blue, investing in early education is good for me and you! This Valentine's Day, let's remember that giving children a strong start in life is the ultimate act of love. High-quality early care supports kids' learning, working parents, and our economy.










#LAEarlyEdMonth #ChildCareIsEssential
#ChildCareImpactsEveryone

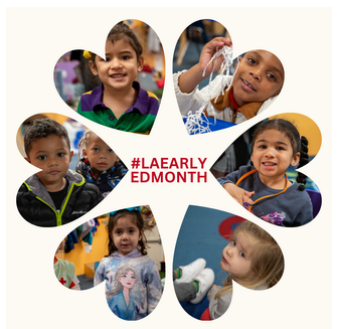
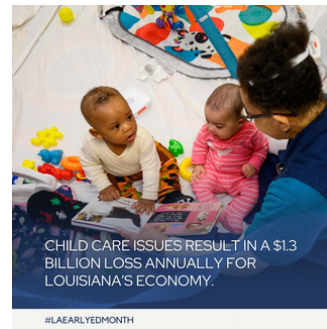
Learn more about the need to invest in quality early childhood education experiences for our youngest Louisianans by visiting policyinstitutela.org.



TWITTER

-  Child care is critical infrastructure. It's the industry that supports every other industry. 🏗️ #InvestInECE #ChildCareMatters #LAEarlyEdMonth
-  Reliable child care keeps parents working, children learning, and Louisiana's economy thriving. 🌟 Let's invest in a stronger future. #LAEarlyEdMonth #InvestInECE
-  In Louisiana, two-thirds of children under four need child care. Investing in early education is investing in families, businesses, and our future. 💪 #LAEarlyEdMonth #InvestInECE
-  70% of Louisiana's children start kindergarten behind. High-quality early childhood education can close the gap. 🎓 #LAEarlyEdMonth #InvestInECE
-  When child care is unreliable, parents miss work or even leave jobs. The workforce depends on strong early childhood systems. 💼 #LAEarlyEdMonth #InvestInECE
-  High-quality child care benefits children for life: fewer special ed referrals, fewer grade retentions, and higher graduation rates. 💡 #LAEarlyEdMonth #InvestInECE
-  We must make access to quality early childhood education a priority for Louisiana. Call your legislators to let them know the critical need for robust and ongoing investment in our state's youngest children. #LAEarlyEdMonth #ChildCareIsEssential #ChildCareImpactsEveryone

GRAPHICS



[Click here to download graphics](#)

GRAPHICS



LOGO & BRAND COLORS

LOUISIANA EARLY ED MONTH

HEX: #eaa141
RGB: (234,161,65)
CMYK: (0, 31, 72, 8)

HEX: #214f67
RGB: (33, 79, 103)
CMYK: (68, 23, 0, 60)

[Click here to download logo](#)

LOUISIANA
EARLY ED
MONTH
2025

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Young Scholar's Academy
YWCA Greater Baton Rouge