

naeyc[®] WEEK of the YOUNG CHILD™

Social Media Toolkit

Campaign dates: April 12 – 18, 2015

FIRST THINGS FIRST



Welcome

Thank you for your interest in celebrating our youngest learners and promoting NAEYC's Week of the Young Child!

Together **Arizona Association for the Education of Young Children** and **First Things First** are partnering to promote **Week of the Young Child** – April 12-18, 2015 – as an opportunity to proclaim and explain the importance of early learning for young children. Across Arizona, we want schools, libraries, communities and families to celebrate!

This toolkit contains social media messages you can use to help spread the word about **Week of the Young Child** to your audiences. It includes:

- ☒ Daily social media posts (Facebook, Twitter)
- ☒ Image

About the Campaign

This is a Special Event Campaign with messages designed for families and early learning professionals.

NOTE: Please make sure you "LIKE" the First Things First and Arizona Association for the Education of Young Children pages before you begin. When you log in to Facebook, simply search for **First Things First** and then **Arizona Association for the Education of Young Children** and select each page.

<https://www.facebook.com/AZFirstThingsFirst>

<https://www.facebook.com/AzAEYC>

Social Media

How to Tag a Fan Page

STEP 1: "Like" First Things First's & AzAEC's Facebook pages. This step only needs to be completed once.

STEP 2: Select one of the sample messages posted below and copy/paste it into the "status" window on your Facebook page. Please note you will need to manually type "@AZFirstThingsFirst" and "@AzAEC"... in order to properly tag each page. Type the "@" symbol then as you type the organization's name or acronym (in AzAEC's case) it will populate as a selection in the dropdown menu.

The following are some **Facebook** posts you can use in the days leading up to April 12. **Please "tag" your posts with @AZFirstThingsFirst and @AzAEC.**



Join @AZFirstThingsFirst and @AzAEC next week as we celebrate Week of the Young Child! Follow along as each day will have a new theme that guides our conversation about the importance of quality education, health care, and family support for our youngest children. See upcoming Week of the Young Child events here: <http://www.naeyc.org/woyc/event-map>



Do you want your child to succeed in school and in life? Get them off to a good start by reading to them, telling them stories and singing songs with them. Follow @AZFirstThingsFirst and @AzAEC for more early learning tips during Week of the Young Child next week. For more information, visit <http://www.naeyc.org/woyc>.

The following are some **Twitter** messages for use in the days leading up to April 12. **Please use the hashtag #WOYC.**



Join @AZFTF & @AzAEC next week April 12-18 as we celebrate #WOYC. For upcoming events: <http://bit.ly/1FixyQI>



90% of a child's brain develops by age 5. Join the #ece conversation with @AZFTF & @AzAEC next week during #WOYC <http://bit.ly/QIfUN>

After April 12, during the Week of the Young Child, please visit First Things First's [Facebook](#) and [twitter](#) pages, to like, share, comment and retweet our Week of the Young Child posts and tweets. Each day of the week will feature content surrounding [NAEYC's daily themes](#) and we want you to be a part of the robust conversation (in addition to the general #WOYC, each day has a specific hashtag):

- Music Monday
 - #woycmusic
 - Taco Tuesday
 - #woyctacotues
 - Work Together Wednesday
 - #woycworktogether
 - Artsy Thursday
 - #woycartsy
 - Family Friday
 - #woycfamfriday
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Thank you for helping promote early education in Arizona!

About First Things First

First Things First is one of the critical partners in creating a family-centered, comprehensive, collaborative and high-quality early childhood system that supports the development, health and early education of all Arizona's children birth through age five.

Learn more at azftf.gov

About Arizona Association for the Education of Young Children

Arizona Association for the Education of Young Children is the leading voice for early childhood professionals, ensuring all young children in Arizona have access to high quality early care and education.

Learn more at azaeyc.net