

Social Media for Parent Advocates



cutebabiesNJ



1.4 million likes



cutebabiesNY we're cuter AND we have better bagels!



cutebabiesNJ In your dreams! Just keep your dirty diapers on your side of the Hudson



cutebabiesLA You're both wrong
#westcoastbestcoast



Agenda

- Why social media?
- What do we need from you?
- What are we posting?
 - How do you do it?
 - Questions

Social Media



- Advocacy and awareness tool
 - Share messages, accomplishments, and your hard work
- Keep the issues on people's minds
- Accountability

Our Ask

1. Like, Comment, Share ACNJ posts
2. Re-post YOUR legislative visit content
3. Tag your legislator
4. Send us a pic with your ST t-shirts

The posts

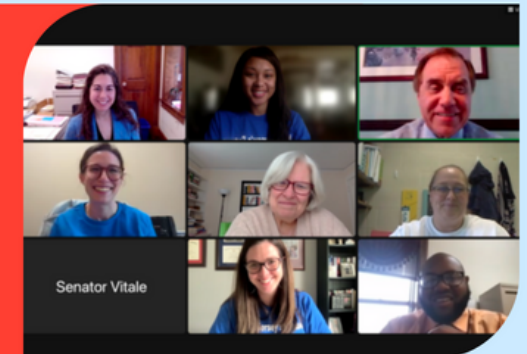
Facebook

Instagram

Twitter



Today, I met with my
State legislator!



Because it's time
to talk about babies.



We owe it to them
to invest in their
futures.

So we're talking to our legislators.

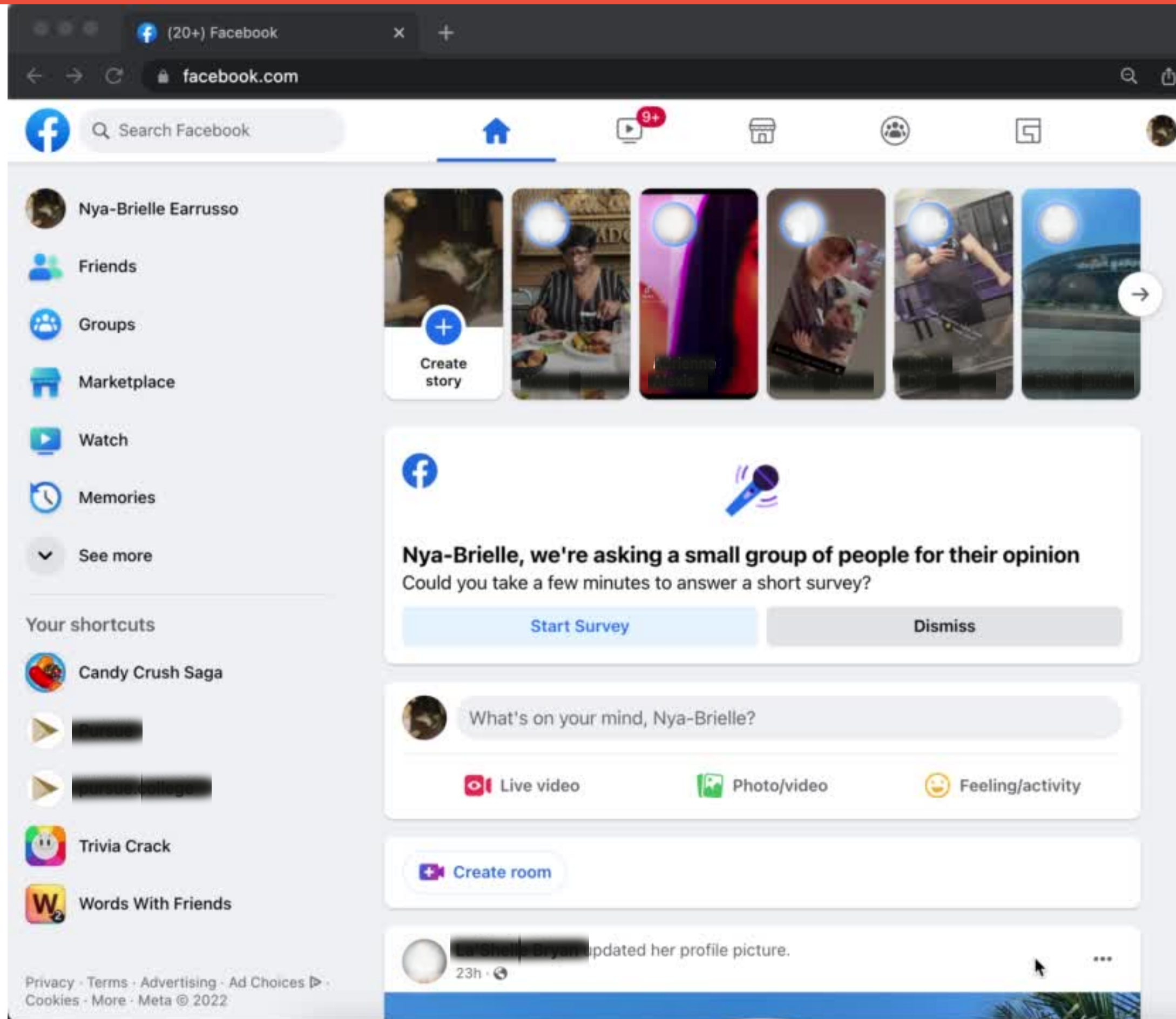


How to...

Interact

Post

Re-post



Step 1: Go to your Facebook Homepage

Step 2: Type "Advocates for Children of New Jersey" into the search box

Step 3: Click on the ACNJ page

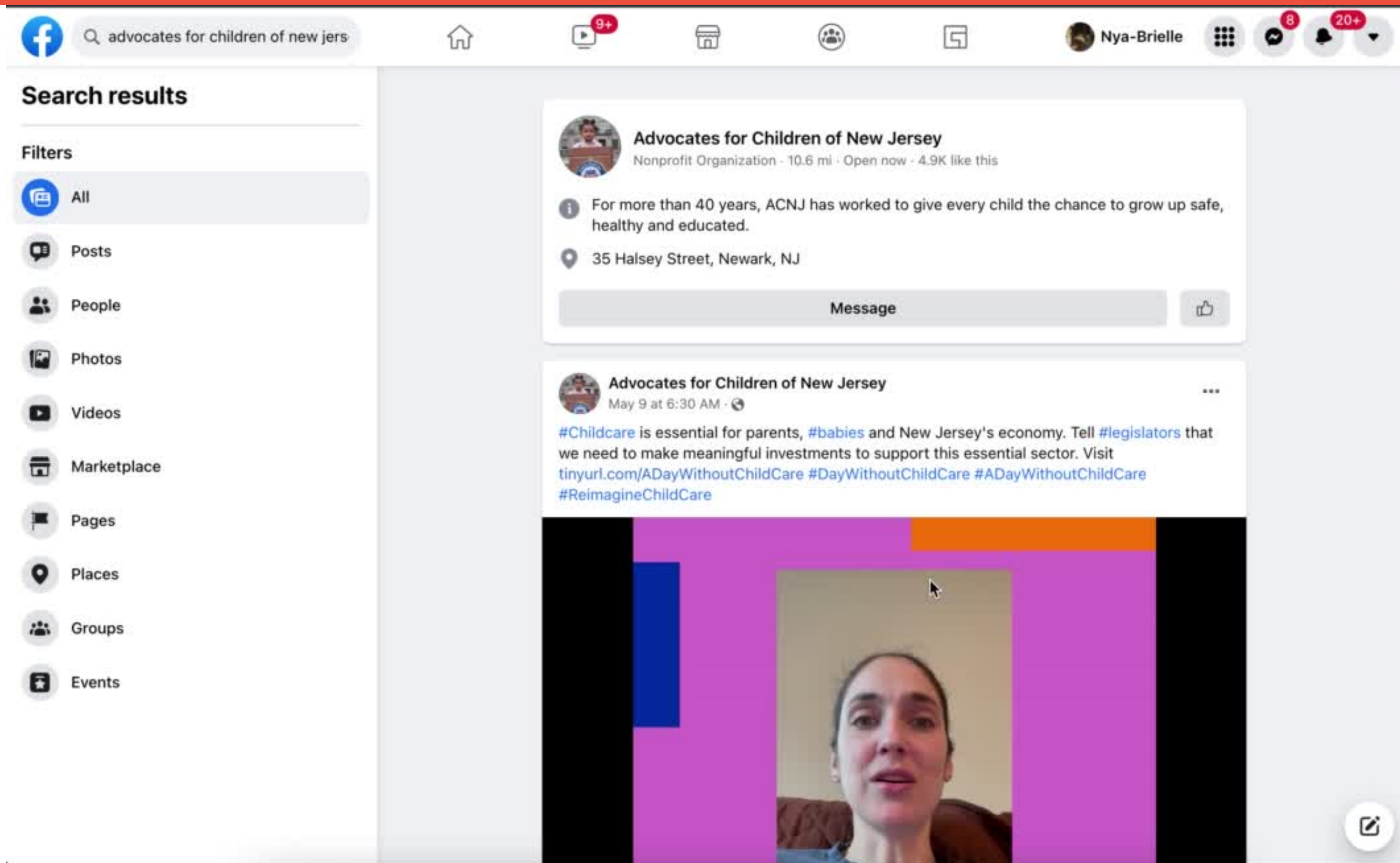
Step 4: Like and comment on Strolling Thunder Posts

Step 5: Find a post you want to share

Step 6: Click the share button and click 'share to feed'

Step 7: Tag your legislator(s) and add appropriate hashtags

Step 8: Post!



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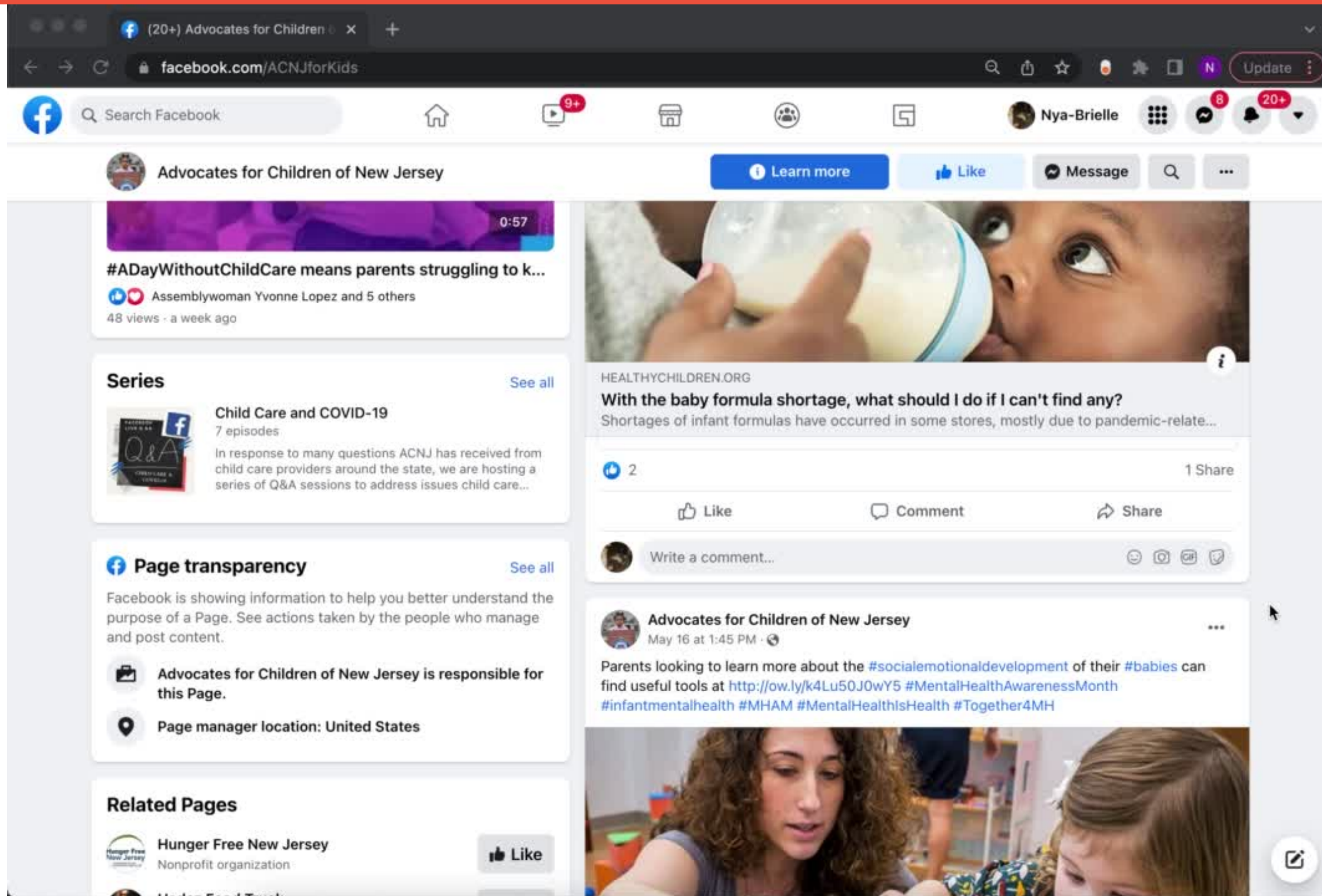
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Step 6: Click the **share** button and click '**share to feed**'

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Step 8: Post!

twitter.com/ACNJforKids

AdvocatesforChildren
8,873 Tweets

AdvocatesforChildren
@ACNJforKids

Advocates for Children of New Jersey (ACNJ) works to put children's needs first. Giving every child a chance to grow up safe, healthy and educated.

Non-Governmental & Nonprofit Organization Newark, NJ acnj.org
Joined July 2010

2,406 Following 3,523 Followers

Not followed by anyone you're following

AdvocatesforChildren @ACNJforKids · May 18
When we #ThinkBabiesAndAct, we help all children thrive. Thanks, @FrankPallone and staff for meeting during #StrollingThunder and listening to the need for #childcare investments to support #babies like Joseph and

Search Twitter

You might like

- The Home... @HomeDepot... Follow
- Foundation f... @fcdusorg Follow
- New Jersey C... @njchildren1 Follow

Show more

What's happening

News · LIVE
Witnesses for Amber

Step 1: Go to your Twitter Homepage/Timeline

Step 2: Type "ACNJForKids" into the search box

Step 3: Click on the ACNJ page

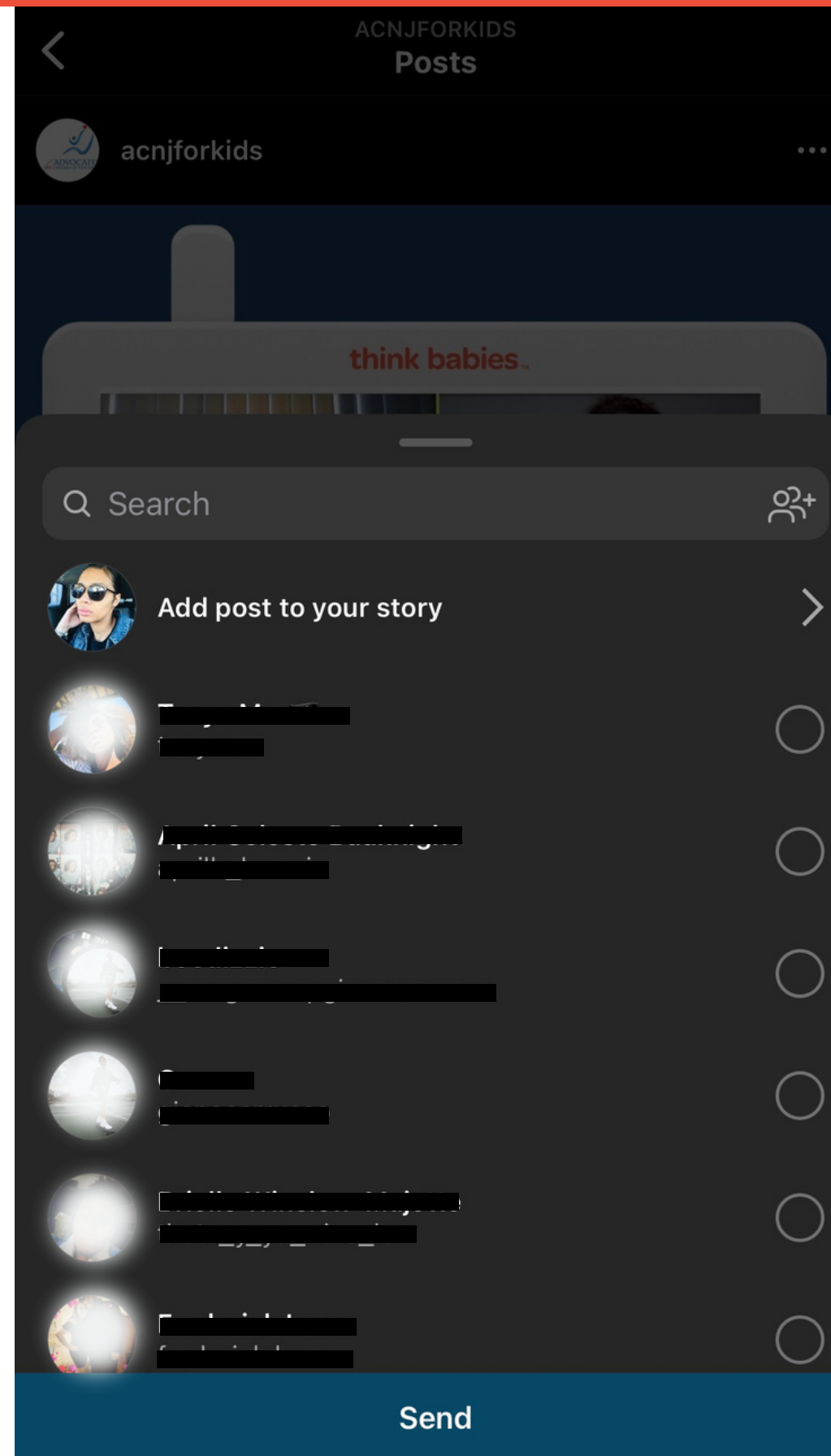
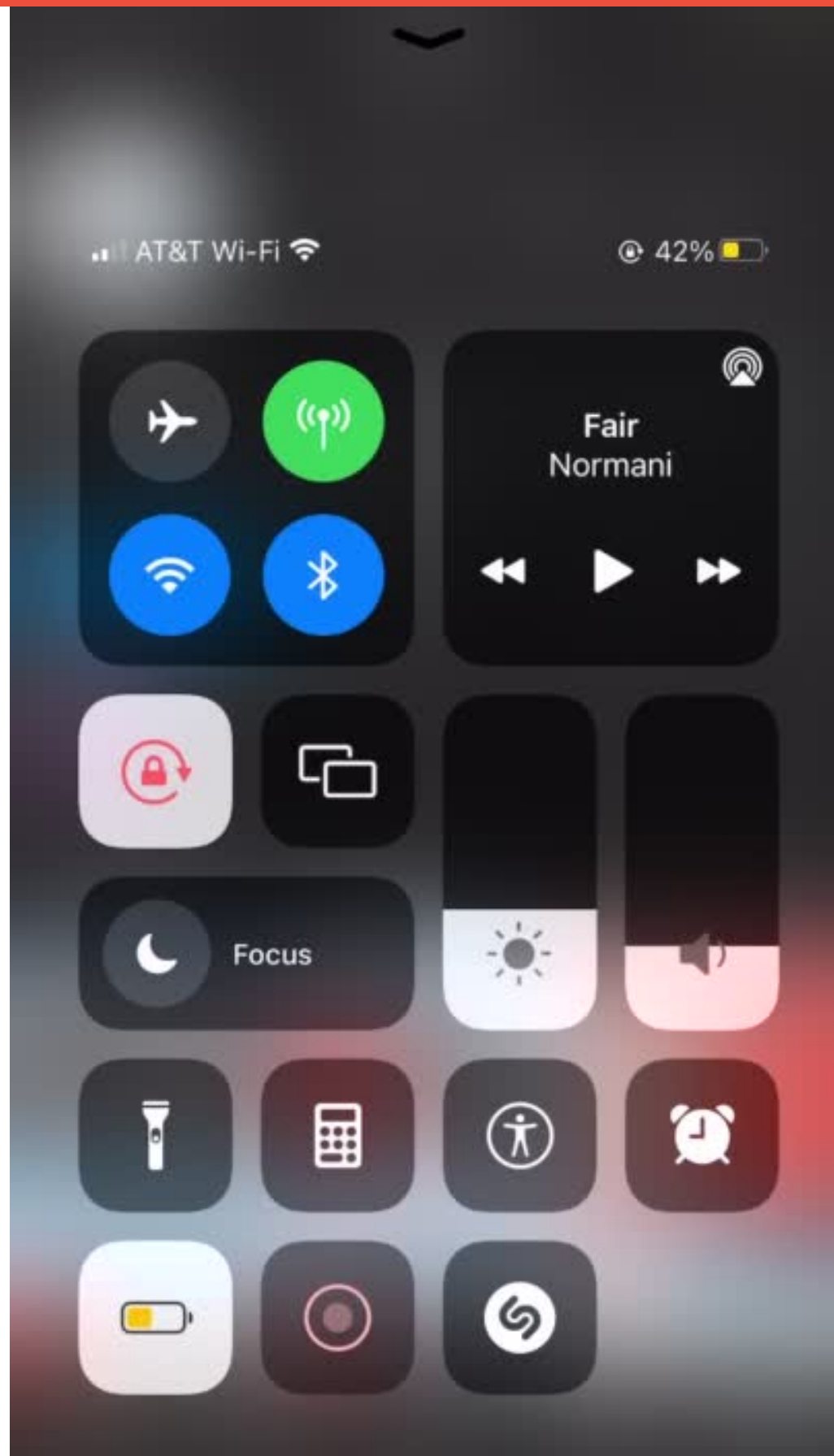
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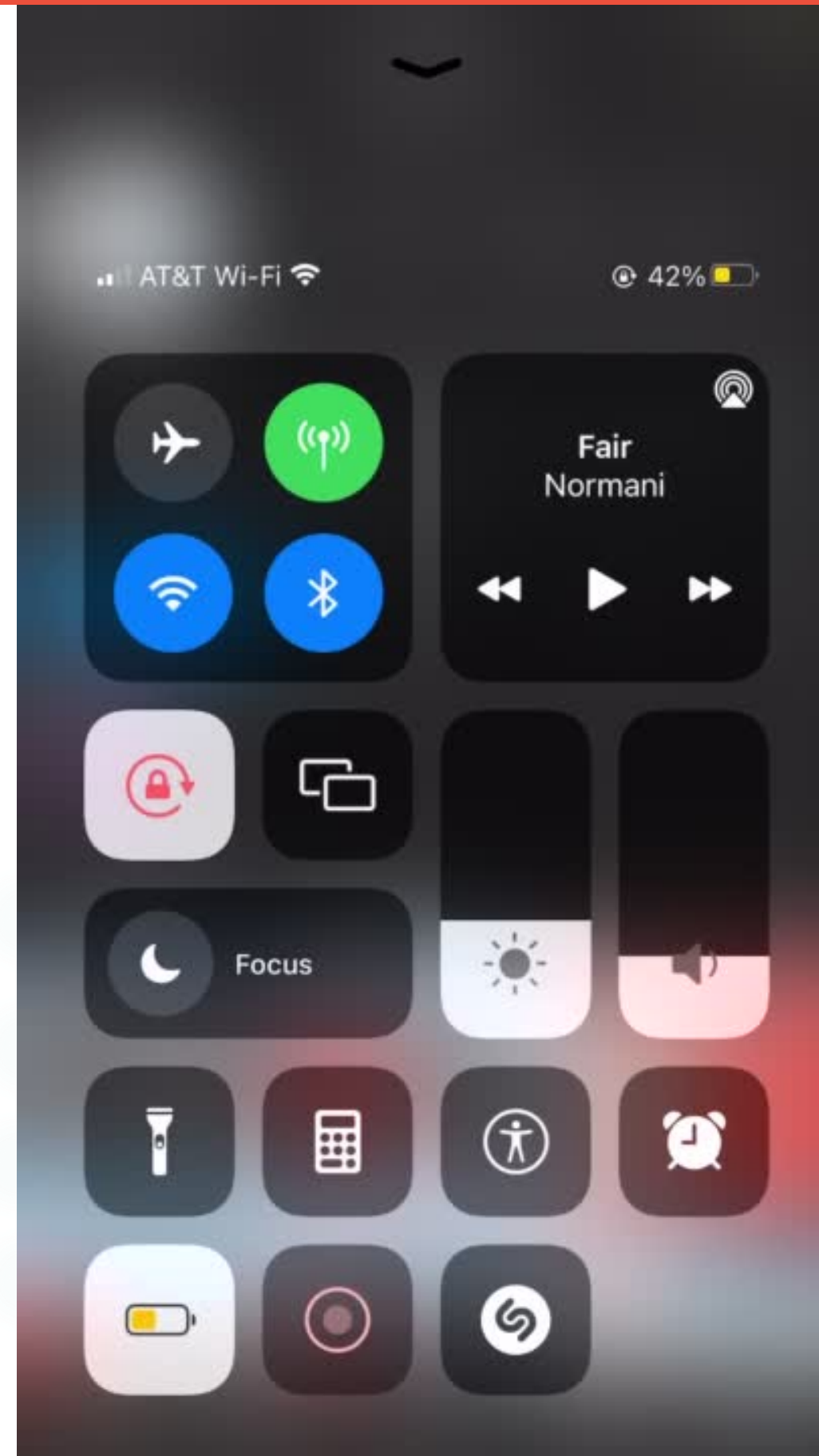
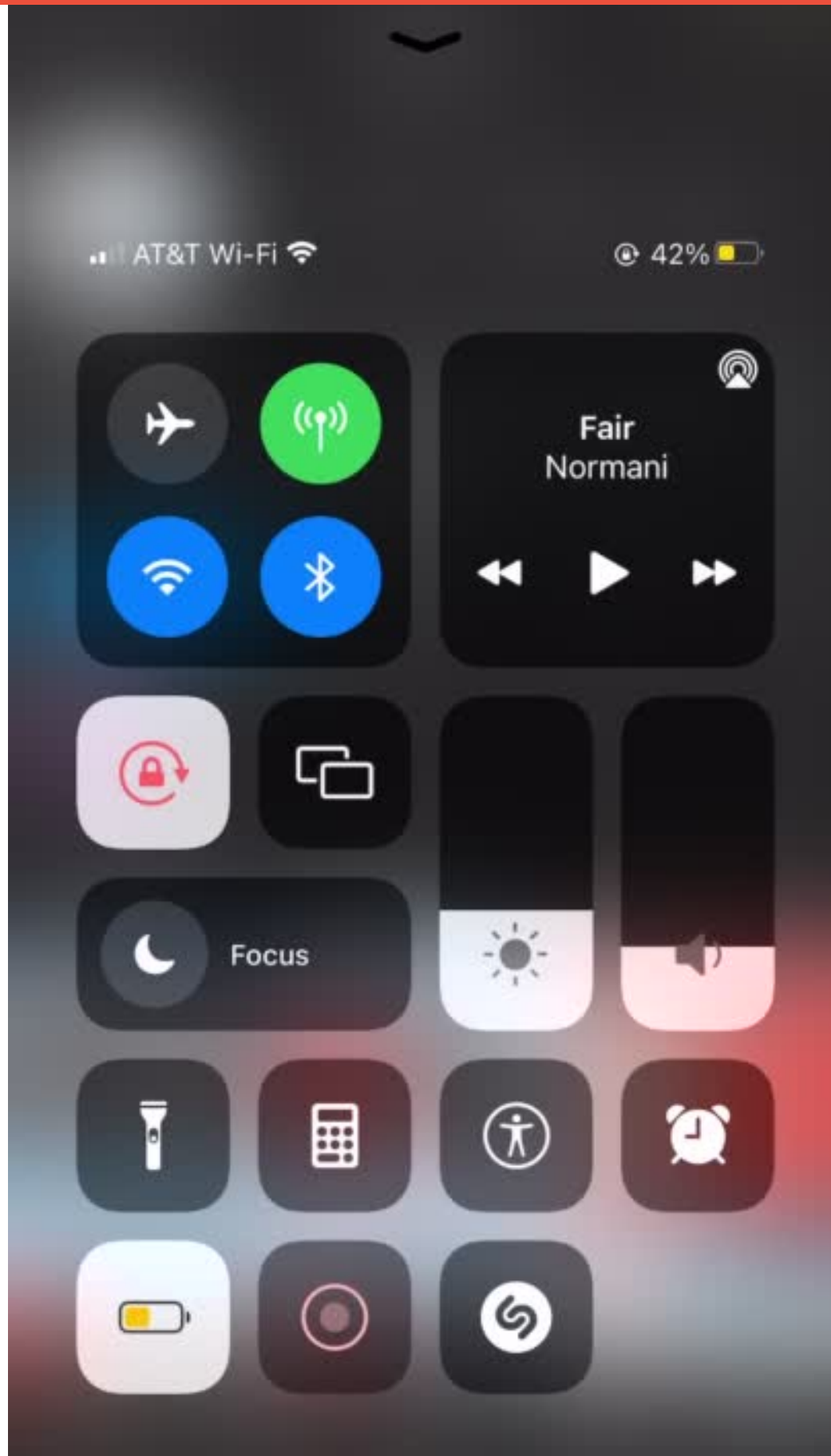
Step 6: Click the **Retweet** button and click '**Quote Tweet**'

Step 7: Tag your legislator(s) and add appropriate hashtags

Step 8: Post!



- Step 1:** Go to your Instagram Search Page
- Step 2:** Type "ACNJForKids" into the search box
- Step 3:** Click on the ACNJ page
- Step 4:** Like and comment on Strolling Thunder Posts
- Step 5:** Find a post you want to share
- Step 6:** Click the Share button and click 'Add post to your story'
- Step 7:** Tag your legislator(s) and add appropriate hashtags
- Step 8:** Post!



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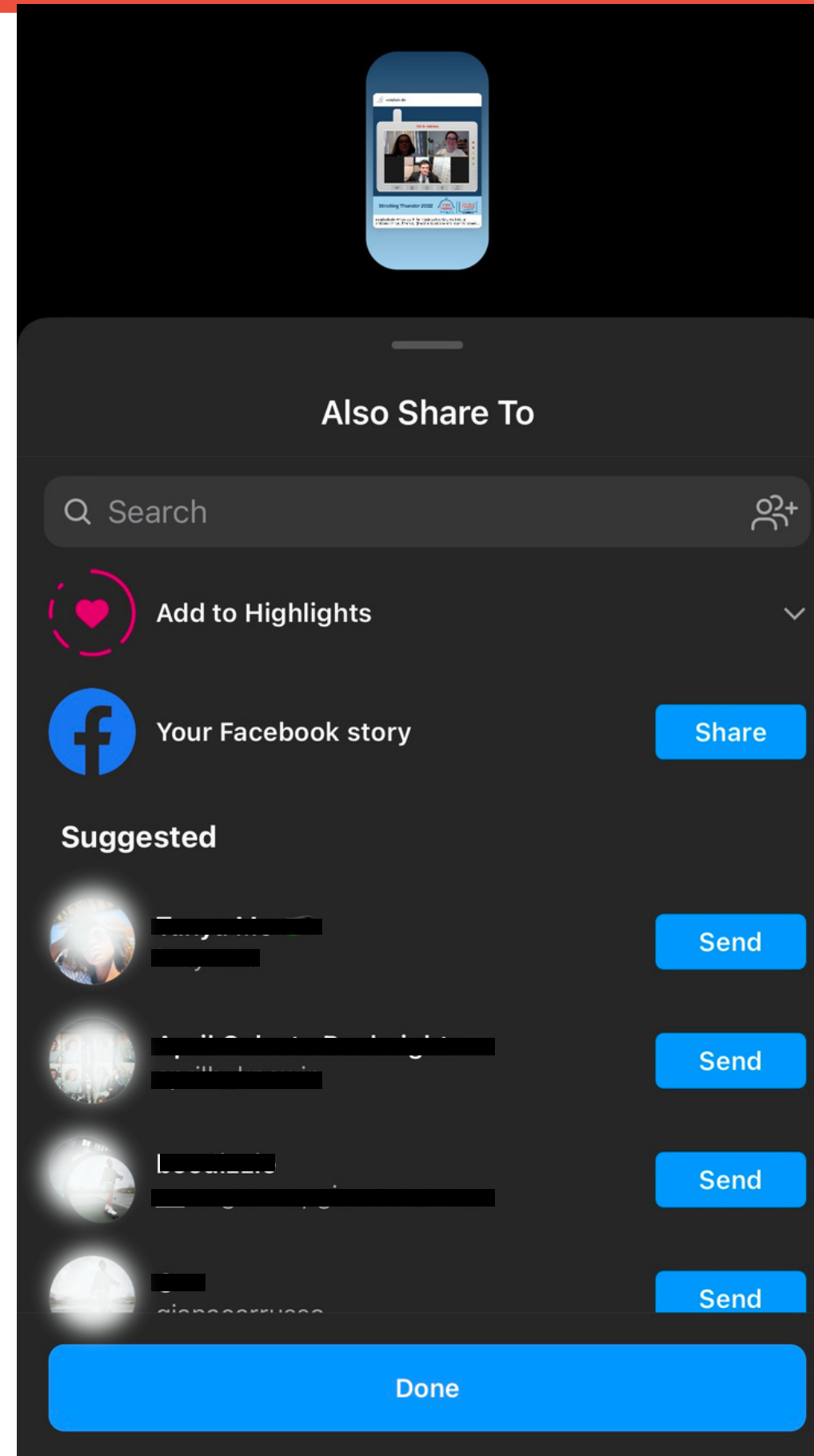
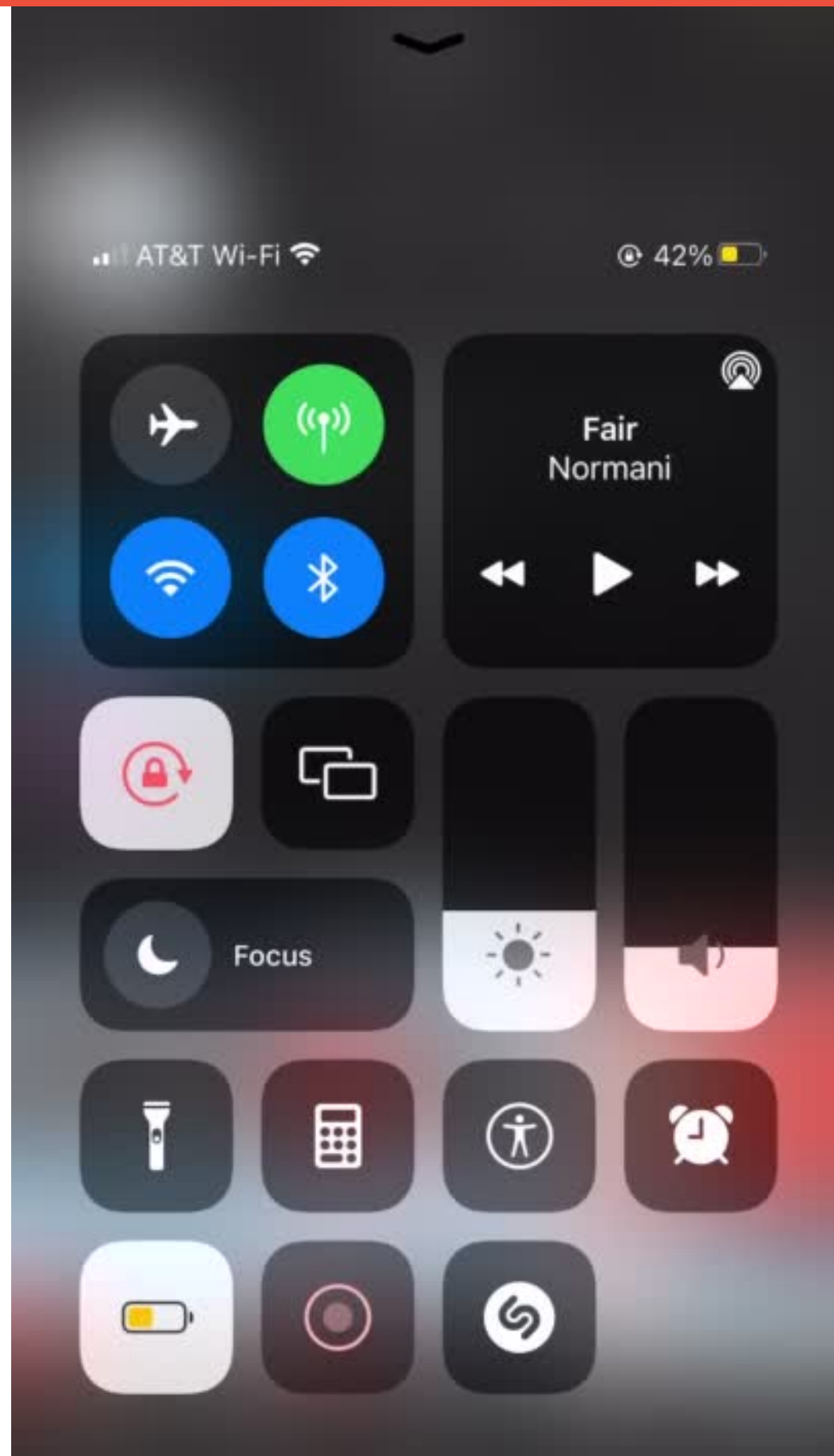
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Hashtags

ACNJ social media

Instagram: @ ACNJforKids

Twitter: @ ACNJforKids

Facebook: @ ACNJforKids

Website: www.acnj.org

#strollingthunder

#reimaginechildcare

#njbabies

#thinkbabies

#childcare

#paidfamilyleave

#postpartum

#affordablechildcare

#childadvocacy

#acnj

Thank you!

Questions?