



Social Media Sample Messaging

Social media is an amazing (free) resource we all have to spread the word about The Basics! Thank you for your commitment to children in your community as you help parents and caregivers give children a great start in life. We're so grateful that you are a Champion for Children!

Below are sample messages that you can simply copy and paste into Facebook or Twitter. We've also included some basic tips to help maximize engagement.

Twitter Tips:

1. Using the hashtags #PalmettoBasics and #DoBasics will catalog your tweets and connect you with others. #PalmettoBasics will connect your hashtag with other Palmetto Basics partners. #DoBasics will connect your hashtag with even more partners in the *Basics Multi-City Network*.
2. Include "calls to action" whenever possible. Twitter users are more likely to engage in content that asks a question or that has a picture, video or link that they can easily retweet and share.
3. Retweet those who mention you, and reply to those who wish to start a dialogue. Interacting with followers is a great way to foster engagement!

Below are some sample *Palmetto Basics* tweets:

- How can every parent can give their child a great start in life? Learn the #PalmettoBasics at palmettobasics.org! #DoBasics
- This is how (NAME YOUR ORGANIZATION) is doing #PalmettoBasics & giving kids a great start in life! #DoBasics (INCLUDE A PICTURE IF POSSIBLE.)
- #PalmettoBasics are 5 fun, simple & powerful ways that every family can give every child a great start in life! Learn more at palmettobasics.org.
- A great start lasts a lifetime! Find out why at palmettobasics.org. #PalmettoBasics #DoBasics
- 80% of brain growth happens during the first 3 years of life. Let's seize the opportunity! Visit palmettobasics.org #DoBasics
- We can #DoBasics. Join us! (TAKE A PHOTO OF YOUR ORGANIZATION OR EVENT WITH THE HASHTAG, #PalmettoBasics.)
- What's the number 1 #parenting Basic? Maximize Love & Manage Stress. Here's why. <http://bit.ly/2hSDP15> #PalmettoBasics #DoBasics
- Want to help your child build a healthy brain? Talk to them. #PalmettoBasics 2: Talk, Sing & Point. Learn more: <http://bit.ly/2vqU7mv>
- Research shows babies are prewired for math! #PalmettoBasics 3: Count, Group & Compare. Learn how: <http://bit.ly/2wQjb44>
- Play builds healthy brains! #PalmettoBasics 4: Explore Through Movement & Play. Learn more: <http://bit.ly/2vunUZJ>

- It's never too early to begin #reading to your child! #PalmettoBasics 5: Read & Discuss Stories. Learn why: <http://bit.ly/2uODwWa>

Facebook Tips:

1. Facebook interaction rates are highest during non-work hours (beginning after 2 PM and ending before 5 AM. Engaging content works best during late afternoon and evening. Always post content that includes photos, videos, or links in your updates.
2. Include a call to action when possible, asking your audience to share, like or comment. This results in better interaction rates. Respond to comments and foster a dialogue to promote engagement. Followers like to know they are being heard.
3. You can **"mention"** *Palmetto Basics* by typing @ followed by the first few letters of *Palmetto Basics*. A drop-down menu appears, allowing you to select the page. When you hit publish, the **Facebook mention** links to the *Palmetto Basics* profile. This helps us attract new followers.

Below are some sample *Palmetto Basics* Facebook posts. (Notice that we have also provided photos for you to use.)

- Every parent and caregiver can give every child a great start in life! (NAME OF ORGANIZATION) is excited to spread the word about Palmetto Basics: 5 fun, simple and powerful things every parent can do. A great start lasts a lifetime! Learn more at www.palmettobasics.org. #PalmettoBasics #DoBasics
- Did you know 80% of brain development happens in the first 3 years of life? Let's seize the opportunity! The Palmetto Basics helps every parent give every child a great start in life. Learn more at www.palmettobasics.org. #PalmettoBasics #DoBasics
- A great start lasts a lifetime! Find out why at www.palmettobasics.org. #PalmettoBasics #DoBasics
- We are Doing the Basics! #PalmettoBasics
(POST PHOTOS OF YOU OR YOUR ORGANIZATION.)
- What's the #1 thing you can do as a parent? Learn how to Maximize Love and Manage Stress. This is Palmetto Basics #1. Learn how! <http://bit.ly/2hSDP15>

ADD THIS PHOTO SINCE THE LINK DOES NOT PROVIDE AN IMAGE.



- Next to loving your young child, talking to them is the most important thing you can do! Palmetto Basics #2: Talk, Sing, and Point. Every time you talk, sing, or point to what you are talking about, you provide clues to the meaning of what you are saying and important information to their brains. Learn how! <http://bit.ly/2vqU7mv>
ADD THIS PHOTO SINCE THE LINK DOES NOT PROVIDE AN IMAGE.



- Research shows babies are prewired for math! Seize the opportunity of the early years by using everyday moments to do math. Palmetto Basics #3: Count, Group & Compare. Learn how! <http://bit.ly/2wQjb44>
ADD THIS PHOTO SINCE THE LINK DOES NOT PROVIDE AN IMAGE.



- Playtime during the early years doesn't just build a healthy body; it also builds a healthy brain! Palmetto Basics #4: Explore Through Movement & Play. Learn more: <http://bit.ly/2vunUZI>

ADD THIS PHOTO SINCE THE LINK DOES NOT PROVIDE AN IMAGE.



- It's never too early to begin reading to your child! Palmetto Basics #5: Read & Discuss Stories. The more we read with young children, the more prepared they become to enjoy reading and to do well in school. Stories expose children to words and ideas that they would not otherwise experience. <http://bit.ly/2uODwWa>

ADD THIS PHOTO SINCE THE LINK DOES NOT PROVIDE AN IMAGE.



Sharing Palmetto Basics videos:

To share our videos on social media, simply visit our [Facebook page](#) and click on "videos." Use the share button at the bottom of video. We currently have an overview video and a Maximize Love & Manage Stress video. We will add additional videos, one per month, beginning October, 2017.

Here are sample messages:

- The Basics help every family give every child a great start in life. Learn how!

- Here's why it's important for parents to "Maximize Love and Manage Stress." #PalmettoBasics
- Next to loving your young child, talking to them is the most important thing you can do! #PalmettoBasics
- Learn how babies are prewired for math and how you can use everyday moments with your young child to get them ready for math! #PalmettoBasics
- Playtime during the early years doesn't just build a healthy body; it also builds a healthy brain! Here's why. #PalmettoBasics
- It's never too early to begin reading to your child! The more we read with young children, the more prepared they become to enjoy reading and to do well in school. Here's why. #PalmettoBasics