

Social media is one of the most direct lines we have to candidates. With one post, you can get your story, issue, or question (\*wink\*) directly into the feed and inboxes of your local candidates.

In this resource guide you will find sample social media copy, scroll-stopping graphics, and detailed instructions on how to reach your candidates on social and get them to prioritize bold solutions to fix our broken child care system.

**Your mission is simple:** Use your social media platforms to ask candidates the question, “Will you prioritize child care in your first 100 days in office?”

## HERE'S WHAT TO DO

1

### CREATE A POST

Post [this graphic](#) and add a caption (we've already cooked one up for you!), asking your candidate if they will prioritize child care in their first 100 days in office.

2

### LET'S GET PERSONAL

In a few sentences, share your story in the caption. Your story is a powerful tool for getting candidates to pay attention, so in a few sentences tell us what the child care crisis has cost you and your family.



**Sample: It's hard to be a mom in America today. I have two kids under age 5 and I pay more per month for child care than I earn from my full time job. And I know I'm not alone – all of my friends are struggling to pay for child care. What is your plan to solve our child care crisis, and will you prioritize it in the first 100 days if you are elected?**

3

### DON'T FORGET TO ADD THE QUESTION:

“What is your plan to solve our child care crisis, and will you prioritize it in the first 100 days if you are elected?”

## 4 FIND YOUR CANDIDATES ON SOCIAL

Find out who is on your ballot by typing your address into [this tool](#).

Click through to the candidate pages to find links to their social media accounts.

**Remember:** This campaign (and Moms First) are nonpartisan – our goal is to ensure that every candidate for office, regardless of party, is prioritizing child care – so make sure to reach out to everyone running for office and tag candidates from both parties, please.

## 5 TIME TO POST

@ Tag your candidates

# Include the hashtag **#ChildCareOnTheRecord**

👏 Finally, tag **@MomsFirstUs** so we can uplift your post!

## 6 REPORT BACK

Did any of the campaigns respond with their policy platform?  
A commitment to prioritize? We want to know – and we want to celebrate any wins we get! Email us at [ontherecord@momsfirst.us](mailto:ontherecord@momsfirst.us)

**PRO TIP: rally a few friends or do this at a Motherhood Meetup so the campaigns experience a flood of stories all at the same time. This increases the likelihood they will respond!**

