

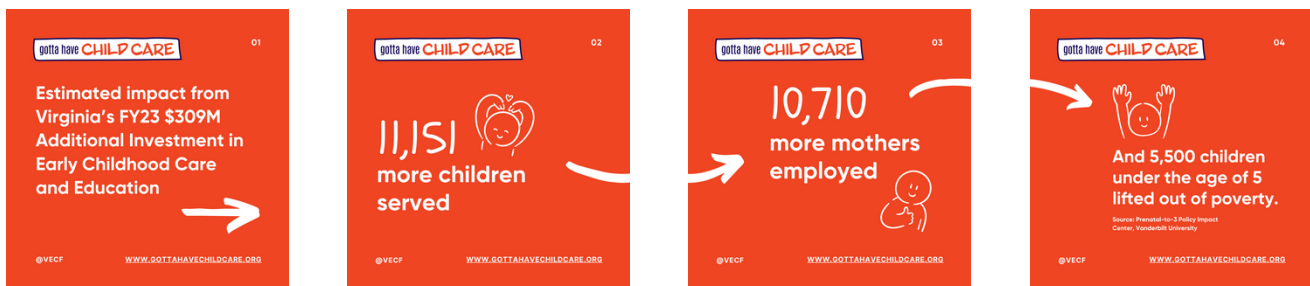
How to Share "Gotta Have Childcare" on Social Media

In this social media toolkit, we've provided a variety of graphics and videos that you can post on your own social media channels to help spread the word that Virginia families "Gotta Have Childcare!" To use this toolkit, all you need to do is copy and paste the text below as a post in your social media feeds. Feel free to add an anecdote to help personalize your message.

You can simply use the post text below, or you can also download the social media graphics in the toolkit and post them as a companion to the text. It's up to you!

POST #1

When Virginia invests in early childhood care and education, the return on investment is clear. #GottaHaveChildcare. Learn more ---> www.gottahavechildcare.org



POST #2

Without action from Virginia policymakers, 35,600 children will lose their seat in a quality early childhood education program. #GottaHaveChildcare to ensure children are school ready. More info ---> www.gottahavechildcare.org



POST #3

Unlike K-12 education, all eligible children are NOT guaranteed early childhood education services, and for many families, the cost of quality early childhood education is the biggest barrier to accessing care. Learn more ---> www.gottahavechildcare.org #GottaHaveChildcare



POST #4

When families have childcare:

- ✓ More parents are in the workforce
- ✓ Families have more disposable income
- ✓ Businesses can accelerate their growth and productivity
- ✓ There is an economic ripple effect



Without additional state investment early childhood education, Virginia's economy will be impacted. More info ---> www.gottahavechildcare.org

POST #5

Early childhood education is the foundation for school readiness. Quality early education enables children to maximize their potential. #GottaHaveChildcare for today, tomorrow, and the future. Learn more ---> www.gottahavechildcare.org



POST #6

#GottaHaveChildcare? Then ask your friends and family to share the message that Virginia children, families, employers, and businesses need increased state investments in quality, affordable child care. Learn more --->

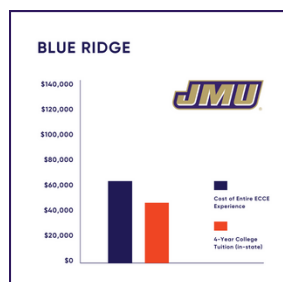
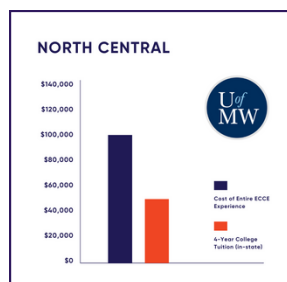
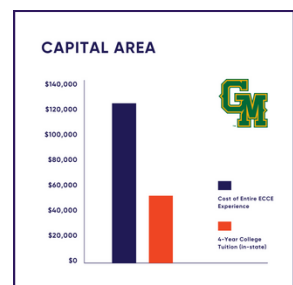
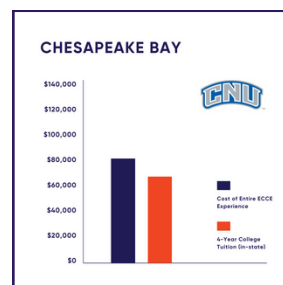
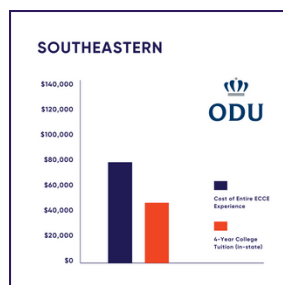
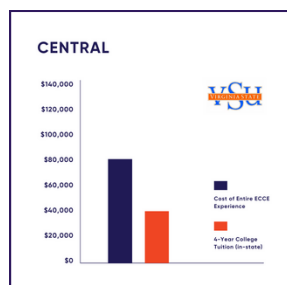
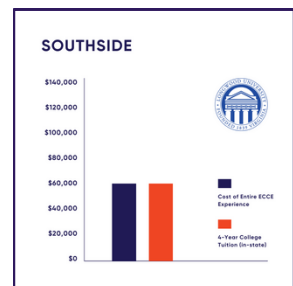
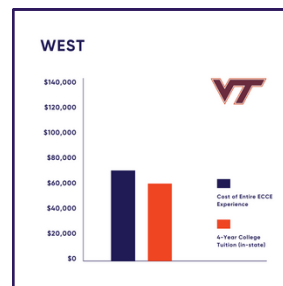
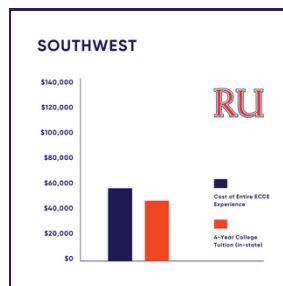
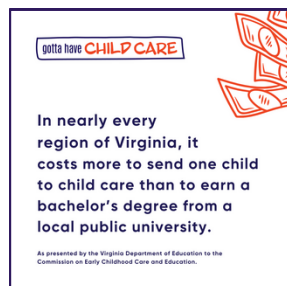
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POST #7

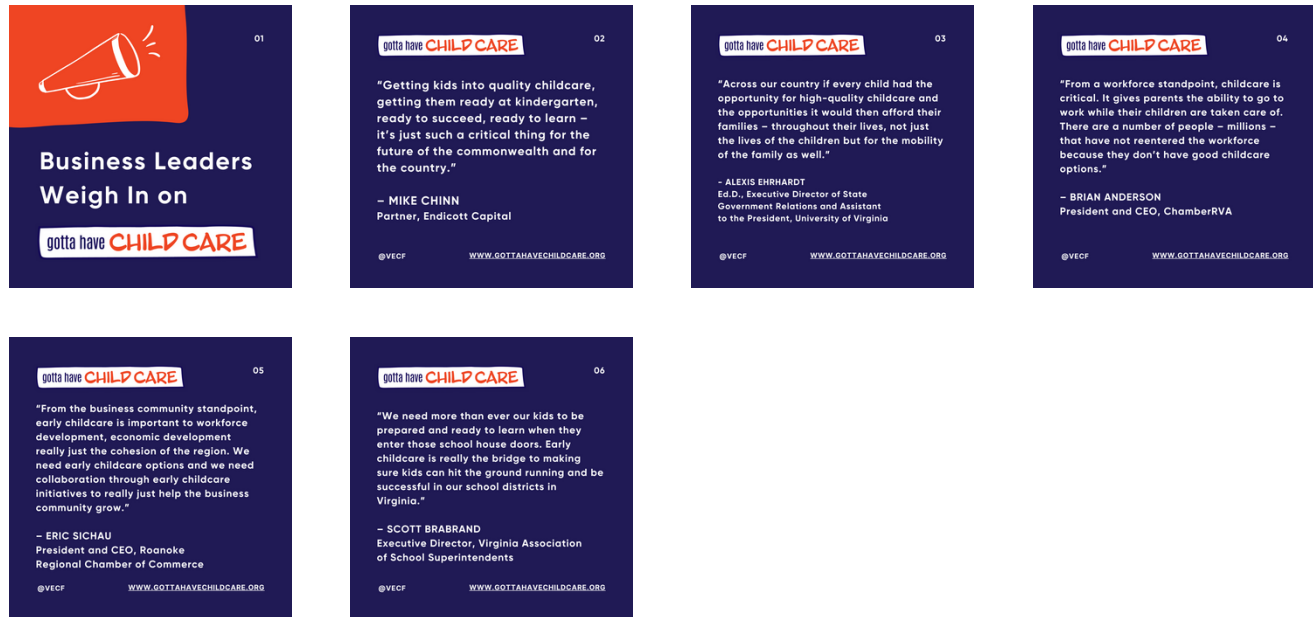
Affordability is a major barrier to accessing quality early child care. In nearly every region of Virginia, it costs more to send one child to child care than to earn a bachelor's degree from a local public university. Swipe through to see how your region compares.

www.gottahavechildcare.org



POST #8

There are significant workforce and economic implications when child care needs aren't met. We asked business leaders why #GottaHaveChildCare. Swipe to read what they said. www.gottahavechildcare.org



POST #9

Ask any parent with young children about their experience with early childhood education and you'll likely hear about costs, availability, the ability to work, benefits to their children, and more. Swipe through to hear voices from Virginia parents about #GottaHaveChildCare. www.gottahavechildcare.org

