STRONG foundations

#B25 Social Media Campaign

Webinar 2.0 State Outreach Strategies

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Today's webinar

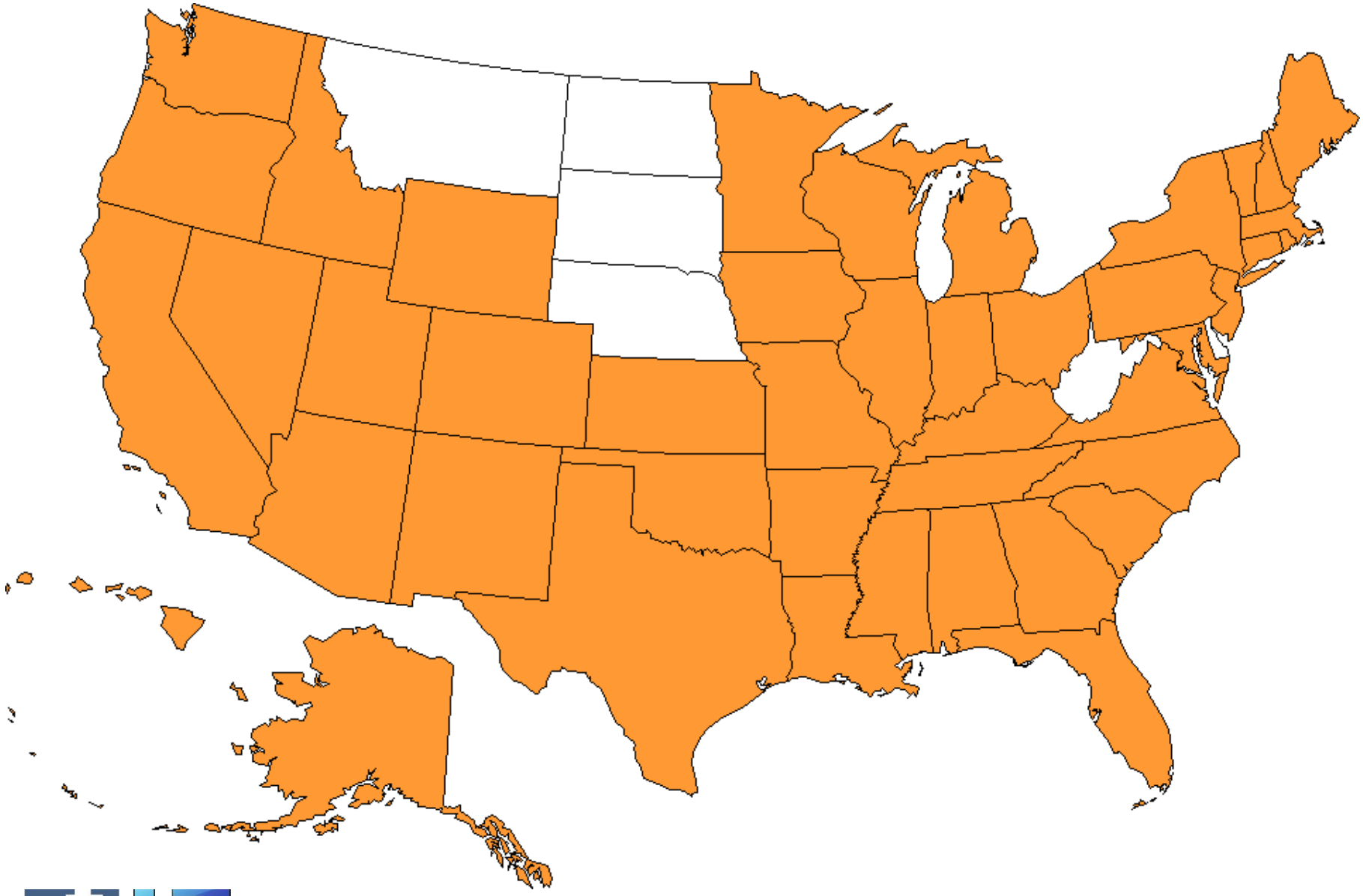
- Brief background & goals of #B25 Strong Foundations
- #B25 tools you can use
- Targeting messages via new and "old" media
- Outreach in action
  - Maine's Children Alliance & United Way
  - California's Children Now
- Questions?

What is the #B25 Strong Foundations social media campaign?

GOALS:

1. Leverage social media tools to highlight and promote state-specific early childhood agendas, especially as legislatures deliberate budgets in 2012.
2. Connect and follow others interested in early childhood issues.

#B25 reach so far



And 18 other countries!

Canada
Switzerland
Spain
Netherlands
Argentina
South Korea
Saudi Arabia

Ireland
UK
China
Trinidad
Ecuador
Costa Rica
India

Australia
Puerto Rico
South Africa
Northern Uganda

Tools you can use

On the Birth to Five Policy site:

- Dozens of research-based messages
  - Use them however you'd like, whether you point back to Birth to Five site or other sites.
- How to Guide, with ready-to-go tweets and Facebook
- List of participating orgs; add your group!



Reaching your audience

- Retag existing news in your state (or other states) with #B25
- Tag key decision makers with news they should see.
  - For example, great tweet in California:

    Preschool California We, @adv_project @ChildrenNow & @ZeroToThree wrote a letter strongly OPPOSING @JerryBrownGov proposal to cut #TK http://bit.ly/zVrG0R #SaveK

- Send out state specific information.

  About 10 of 1,000 #Alabama infants die each year; could #HomeVisiting help? http://ow.ly/9Dq7I #B25

Finding your audience: policymakers

- Search Google with these terms:
  1) Twitter + policymaker name
  2) Twitter + politics + state name
  3) Twitter + State name + legislature
- Scan results to see what terms are in use
- Tag your #B25 research messages to be picked up by those conversations.
- Examples:
  - Texas
  - Massachusetts



Finding your audience: reporters

- Reporters
  - Link of all newspapers, by state. (for example, the Portland Press Herald can be found on Twitter @PressHerald)
  - UNLESS they're on MuckRack = super easy
  - WeFollow's Reporters & Press Directory
  - Search for wire service reporters, ex. AP.

Using the research-based messages: Combining the old way with the new

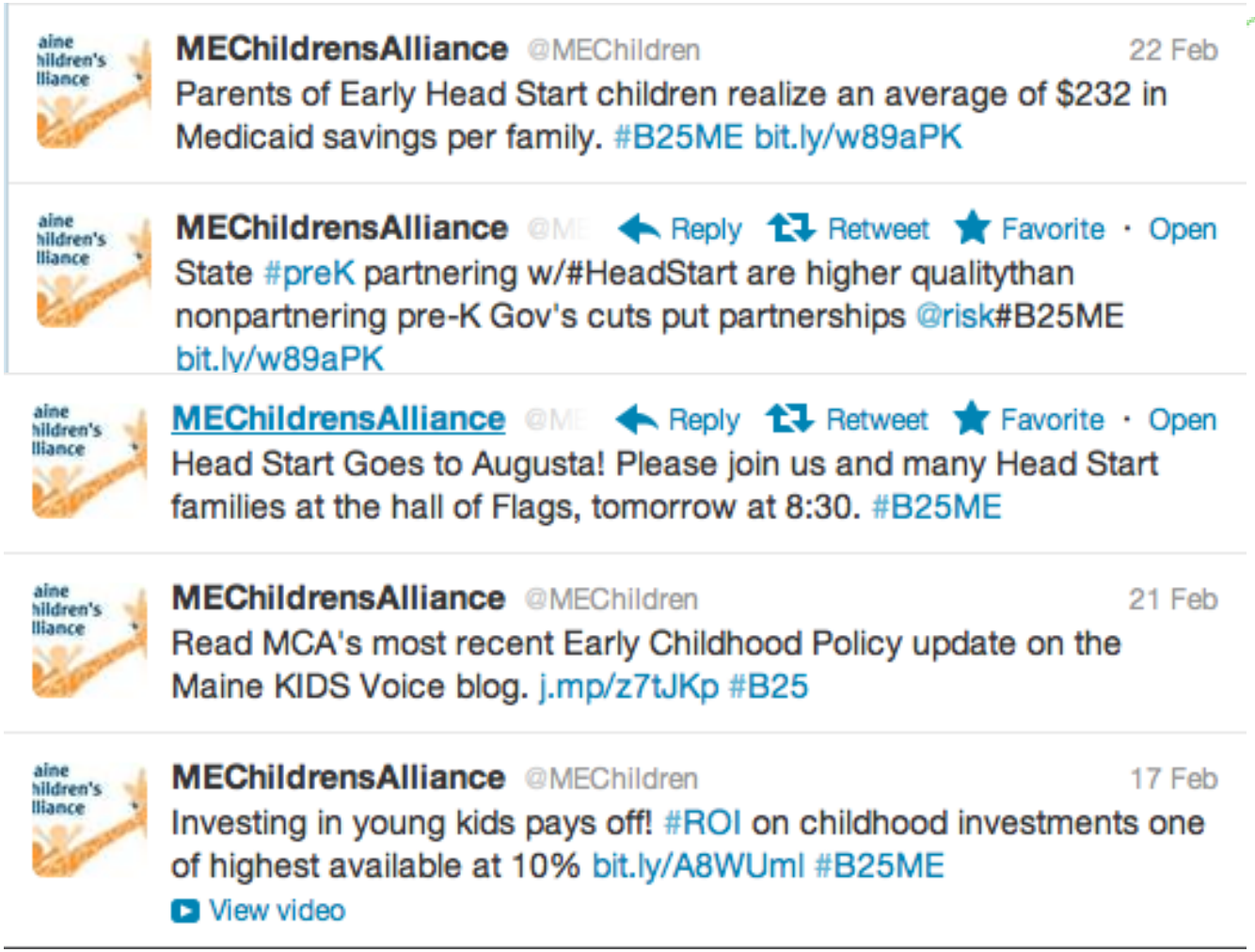
- Factsheets (Five things you need to know)
- Op-eds/Letters to the Editor
- Blog entries
- Talking points for legislative outreach or desk side meetings with reporters/editorial boards.
- General marketing material (brochures, signs)



Maine's Children Alliance and United Way of Portland: How We Utilized #B25

- Before #B25: low volume of social media participation.
- Adapting #B25 to Maine's budget climate and other relevant conversations.
- Strategy for planning tweets and Facebook posts.
- Frequency of posts and tweets.

Maine: Sample Tweets



MEChildrensAlliance @MEChildren 22 Feb
Parents of Early Head Start children realize an average of $232 in Medicaid savings per family. #B25ME bit.ly/w89aPK

MEChildrensAlliance @ME Reply Retweet Favorite · Open
State #preK partnering w/#HeadStart are higher qualitythan nonpartnering pre-K Gov's cuts put partnerships @risk#B25ME bit.ly/w89aPK

MEChildrensAlliance @ME Reply Retweet Favorite · Open
Head Start Goes to Augusta! Please join us and many Head Start families at the hall of Flags, tomorrow at 8:30. #B25ME

MEChildrensAlliance @MEChildren 21 Feb
Read MCA's most recent Early Childhood Policy update on the Maine KIDS Voice blog. j.mp/z7tJKp #B25

MEChildrensAlliance @MEChildren 17 Feb
Investing in young kids pays off! #ROI on childhood investments one of highest available at 10% bit.ly/A8WUml #B25ME
View video

Maine: Pluses of #B25

- Significant increase in followers on Twitter & Facebook.
- Facebook posts generated a lot of attention, comments and “shares”
- Provided us with increased connection to others in the field
- Recent new followers who haven’t been our typical friends (Director of Digital Strategy for Republican Governor’s Association; Evangelical Christian pastor)
- Find common hash tag (#B25) focuses conversation on early childhood

Maine: Deltas of #B25

- Not many “conversations” in the twitter-sphere
- Spreading the messages: Felt like we were only tweeting with “like-minded” folk /organizations
- Didn’t always do the hash tags and links properly – still learning all that stuff

Maine: Lessons Learned and Next Steps

1. It's a lot less complicated than one would think.
2. Determining how to best engage non-early childhood people in meaningful Twitter conversations
3. Development of an organizational social media plan
4. March is dedicated to Kids Count, as we are releasing that report March 20th
5. April will be focused on information related to preventing child abuse and neglect
6. We will continue to tweet about the budget as things unfold

CH1LDREN NOW

#B25 STRONG FOUNDATIONS WEBINAR:

Leveraging Strong Foundations Campaign for Statewide Advocacy

Melina Sanchez, Senior Associate, Early Learning and Development Policy Children Now, California



Children Now

Research, policy development and advocacy to promote children's health and education in California

Governor's current budget proposal to decimate California's early learning system:

1. Drastic proposed cuts in ECE funding — by more than half a billion dollars

2. Alarming restructuring proposal — to shift ECE out of our Department of Education

Leveraging sample tweets to:

- Update our Twitter page more frequently
- Highlight ECE facts
- Link the tweets with The Children's Movement of California's Early Learning budget campaign

1

Children Now @ChildrenNow Reply Retweet Favorite · Open

#earlyed programs can significantly reduce disparities in academic outcomes #B25 – stop cuts to CA early learning bit.ly/wmWWCq

1

Children Now @ChildrenNow 27 Feb

ROI of early childhood investments one of highest available at 10% #B25 – help stop cuts to CA early learning: bit.ly/wmWWCq

1

Children Now @ChildrenNow 24 Feb

The least amt of money is invested in the most rapid period of brain growth #B25 – help stop cuts to CA early learning bit.ly/wmWWCq

1

Children Now @ChildrenNow 23 Feb

Brain development happens faster from 0-5 years than any other time in life #B25 – help stop cuts to CA early learning bit.ly/wmWWCq

* Subject:

Preserve Smart Investments in Young Children

Dear *[Decision Maker],*

* *Personalize your message*

I am writing to express strong opposition to the Administration's proposal to severely damage and restructure our state's early learning system. The proposal would abandon efforts to ensure program quality and also cut funding by $517 million, which would prevent 62,000 children, including infants, toddlers and preschoolers, from having the critical social and cognitive development experiences they need to succeed in school and beyond. Additionally, the Administration wants to eliminate funding for Transitional Kindergarten. This would deny another 40,000 young children access to school.

Early learning programs have already suffered $1.2 billion in cuts since 2008, resulting in 100,000 fewer slots for the children and families that need them.

Learning clearly begins at birth and decades of research overwhelmingly conclude that quality early learning programs narrow the achievement gap significantly and produce immediate and long-term economic and societal gains.

As the Budget Committee holds hearings on this topic, I strongly urge you to reject the Administration's short-sighted, fiscally imprudent proposal to cut funding for early learning programs and remove our state's early care and education system from the Department of Education. Early learning is education and needs to stay connected to K-12 and higher education or all of the state's educational investments will be weakened.

Sincerely,

PRESERVE SMART INVESTMENTS IN YOUNG CHILDREN

OPPOSE PROPOSED FUNDING CUTS TO AND RESTRUCTURING OF EARLY LEARNING PROGRAMS

1. Complete the form below with your information.
2. Personalize the subject and text of the message on the right with your own words, if you wish.
3. Click the Send Message button to send your letter to these decision makers:
    - Your Governor
    - Your State Senator or Senators
    - Your State Representative or Representatives
    - Senator Mark R. Leno
    - Assemblyman Robert 'Bob' Blumenfield
    - Senator Carol Liu
    - Assemblywoman Susan A. Bonilla
    - Assemblyman John A. Perez
    - Senator Darrell Steinberg
    - Assemblywoman Holly J. Mitchell
    - Senator Mark J. DeSaulnier

Follow us on Twitter:
http://www.twitter.com/childrennow

Like us on Facebook:
http://www.facebook.com/pages/Children-Now/224016820554

Join The Children's Movement of California:

http://www.childrennow.org/join

For more information, please contact:

Melina Sanchez, Senior Associate
Early Learning and Development Policy
msanchez@childrennow.org

Questions?

Please use us as a resource, call or write to

Marci McCoy-Roth or Brigitte Gavin

- mmccoyroth@childtrends.org or 202.572-6122
- bgavin@childtrends.org or 202-520-9090