



SOCIAL MEDIA TOOLKIT

Thank you, **First Things First Porter County Talking is Teaching** Partner!
You are an important messenger to spread the message:
...learning begins at birth!

KEY STRATEGY: *Leverage the social media presence of partners to share Porter County Talking is Teaching message and images across the entire community.*

As a Porter County Talking is Teaching partner, you have agreed to regularly post the Talking is Teaching message to your organization's social media platforms, with a minimum of one post per month. Use these guidelines to ensure consistency.

The Basics

- Partners will receive the social media posts from FTF in quarterly batches, with designated months specified. Partners choose which day during that month to post it.
- Posts are designed to be shared on Facebook, Instagram, and/or LinkedIn.
- Tag **Porter County Community Foundation** on every post.
IG: PCCommunityFoundation
Facebook: @PorterCountyCommunityFoundation
LinkedIn: PorterCountyCommunityFoundation
- You may also include the FTF Talking is Teaching campaign web page: firstthingspc.org/talkingisteaching
- Add these hashtags with every post (copy and paste this list)
#earlylearning #talkreading #learningbeginsatbirth
#firstthingsfirst #firstthingsfirstportercounty #talkingisteaching #prenatalto3

Tips and Tricks

- Select the same day each month to share the post.
- Use scheduling tools to schedule posts ahead of time (you don't have to do it manually each time). [Check out this article for more info on scheduling.](#)
- Use Talking is Teaching resources to create unique posts in addition to the FTF posts.
- Include a graphic/image with each post.
- Once a month is the minimum and you can always post more!
- Be sure to follow the hashtags to increase awareness.

TALKING IS TEACHING...LEARNING BEGINS AT BIRTH



FTF Porter County Talking is Teaching Fast Facts

To enhance your social media posts.

- Research shows that the first years of a child's life have a profound effect on their long-term health and well-being. (talkingisteaching.org)
- Children who regularly engage in language-rich interactions with adults from birth are better prepared for success – in school and beyond. (talkingisteaching.org)
- Quality interactions make small moments big. (talkingisteaching.org)
- When families talk about numbers, counting, shapes and patterns with young children, they build important math skills AND boost children's literacy learning. (talkingisteaching.org)
- Responsive, nurturing caregiving paired with talking, reading and singing strengthens the bond between child and adult. (talkingisteaching.org)
- 85% of brain development occurs in the first 3 years of life. (zerotothree.org)
- In the first few years of life, more than 1 million new neural connections are formed every second. (developingchildharvard.edu)
- High-quality birth-to-five programs for disadvantaged children can deliver a 13% per year on investment. (heckmanequation.org)
- Toxic stress early in life can damage the architecture of the developing brain. (developingchildharvard.edu)
- Adults who experienced early exposure to trauma are 3x more likely to develop heart disease. (developingchildharvard.edu)
- There is 90 – 100% chance of developmental delays when a child experiences 6 or more risk factors. (developingchildharvard.edu)
- At 18 months old, differences in the size of children's vocabulary appear. (developingchildharvard.edu)
- Any \$1 you invest in a child age 0 – 5, you can get a return on investment of \$4 - \$8 in your community.

REMEMBER: Include a graphic, image or visual with your message to reinforce the meaning and grab readers' attention.

QUESTIONS? Contact Laura Green or Mary Jane Eisenhauer at First Things First Porter County.

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