



## **Child Advocacy Day**

### **Social Media Toolkit and Power Hour Schedule**

#### **Kickoff and Tweetstorm**

Child Advocacy Day will kickoff at 9:30 AM with a Zoom rally. We highly encourage everyone to attend, live tweet, and participate in the tweetstorm at 10 AM.

You can also share your own pictures, thoughts, or questions anytime throughout the day - just don't forget the hashtags: **#MOCAD2020 #Together4MOKids**

We've also created [\*\*this downloadable PDF\*\*](#) that you can print, fill in and take a snap to post throughout the day. We'd also love folks to share their thoughts via short videos - include your kids if possible!

#### **10 AM: Tweetstorm**

Immediately following the rally, we are encouraging our partners to participate in a Tweetstorm to share a common message on social media around coming **#Together4MOKids**.

Share the tweet:

Today, we stand **#Together4MOKids**. Join us in our work to build a better future for Missouri.  
[childadvocacyday.org](http://childadvocacyday.org) **#MOCAD2020**

[\*\*Download this graphic you can share with your post on Facebook or Twitter.\*\*](#)



## **Power Hours**

Advocates can participate in our social media power hours throughout Child Advocacy Day (April 8) by following along with the conversation throughout the hour. This shows the themes of each hour and some of the questions we'll be posing.

### **11 AM: (#MOCADPH1) Health and Mental Health <http://kidswinmissouri.org/health/>**

Kick off statement - This Power Hour, children's health and mental health are our focus. While the #COVID crisis is affecting all aspects of family life, it's critical we continue to focus on our health & mental health at this time to #FlattentheCurve. #MOCADPH1 #Together4MOKids

- Questions
  - (11:10 AM) What are you doing to support your mental health and your children's health through the crisis? #Q1 #MOCADPH1 #Together4MOKids
  - (11:30 AM) What would you like to say to healthcare workers on the frontlines of the crisis working to support children and families? #Q2 #MOCADPH1 #Together4MOKids
  - (11:45 AM) What tips would you give to keep kids and families healthy at this time? #Q3 #MOCADPH1 #Together4MOKids
- For your answers, use the hashtags that correspond with each question:
  - #Q1 #MOCADPH1 #Together4MOKids
  - #Q2 #MOCADPH1 #Together4MOKids
  - #Q3 #MOCADPH1 #Together4MOKids

### **12 PM: (#MOCADPH2) Economic Security and Revenue**

<http://kidswinmissouri.org/economic-security-revenue/>

Kick off statement: The #COVID crisis has caused a lot of financial stress and uncertainty for Missouri children, families, businesses, and non-profits. This Power Hour, we'll share resources to help families in need. #MOCADPH2 #Together4MOKids

- Questions
  - (12:05 PM) Share your live tweets from our webinar HAPPENING NOW with Amy Blouin from @MOBudget and @CoraFaith4MO! Link: <https://bit.ly/3aFdwSM> #MOCADPH2 #Together4MOKids
  - (12:15 PM) What are your fears when it comes to the economic security of families during this time? Either your own or those you serve. #Q1 #MOCADPH3 #Together4MOKids
  - (12:35 PM) What resources are you sharing with families about the services they can access to support themselves through job loss, layoffs, or uncertainty as a business owner? #Q2 #MOCADPH2 #Together4MOKids
- For your answers, use the hashtags that correspond with each question:
  - #Q1 #MOCADPH2 #Together4MOKids

- #Q2 #MOCADPH2 #Together4MOKids
- Call to Action - Tweet your support to legislators working to pass a supplemental budget to help Missourians access funds immediately.
  - Sample tweet: Thank you for your work on the budget (@legislator)! Missouri kids & families need your support to weather the crisis and build a stronger Missouri for our children! #MOCAD2020 #Together4MOKids

## **1 PM: (#MOCADPH3) Early Childhood <http://kidswinmissouri.org/early-childhood/>**

Kick off statement: We've had MOmentum the last 5 yrs in building a strong early childhood system that works for everyone. This Power Hour will focus on the state of **#childcare**, **#homevisiting**, and how we can support providers, children and families in this moment. **#MOCADPH3 #Together4MOKids**

- Questions
  - (1:05 PM) Share live tweets from our webinar HAPPENING NOW with @KidsWinMissouri, @MOChildCare, and state department leaders.
  - (1:15 PM) Parents: What are your biggest concerns now with childcare? #Q1 #MOCADPH3 #Together4MOKids
  - (1:30 PM) Providers: What are your biggest concerns with sustaining your program? #Q2
  - #MOCADPH3 #Together4MOKids
  - (1:45 PM) Everyone: What silver linings have you found with your littles throughout this crisis? #Q3 #MOCADPH3 #Together4MOKids
- For your answers, use the hashtags that correspond with each question:
  - #Q1 #MOCADPH3 #Together4MOKids
  - #Q2 #MOCADPH3 #Together4MOKids
  - #Q3 #MOCADPH3 #Together4MOKids
- Share your photos!
  - Providers: Share pictures of your staff in action or your center in the days of #COVID
  - Parents: Are you taking on child care full time now? Share pictures from your days at home with your children.

## **2 PM: (#MOCADPH4) Safety, Security, Family and Community <http://kidswinmissouri.org/safety-security-family-community/>**

Kick off statement: We want to ensure kids are food secure, safe and families supported, so that we can strengthen our communities throughout MO. How can we do this? Share your thoughts during the hour. #MOCADPH4 #Together4MOKids

- Questions
  - (2:10 PM) Who do you know working to create stable families and #strongcommunities? Give a shoutout and tag them into the conversation. #Q1 #MOCADPH4 #Together4MOKids
  - (2:35 PM) As a teacher, provider, or parent, how can we keep kids safe and find ways to check in on kids or families we are concerned about during these times of social distancing? #Q2 #MOCADPH4 #Together4MOKids
- For your answers, use the hashtags that correspond with each question:
  - #Q1 #MOCADPH4 #Together4MOKids
  - #Q2 #MOCADPH4 #Together4MOKids
- Visuals
  - Providers: Have you volunteered at a meal site or distributed food or resources to families throughout the crisis? Share your images.

### **3 PM: Youth Education and Development**

<http://kidswinmissouri.org/youth-education-development/>

Kick off statement: Our last power hour is dedicated to school-age youth & the wraparound service providers, like special services and **#afterschool** that support them. As schools close and providers innovate to reach kids & families, share your challenges, fears, and hopes. #MOCADPH5 #Together4MOKids

- Questions
  - (3:05 PM) Providers: How are you finding ways to be creative or rethink your methods in terms of reaching children virtually? #Q1 #MOCADPH5 #Together4MOKids
  - (3:30 PM) Parents: What challenges are you finding in supporting your school age kid(s), and what resources do you need to support your child? #Q2 #MOCADPH5 #Together4MOKids
- For your answers, use the hashtags that correspond with each question:
  - #Q1 #MOCADPH5 #Together4MOKids
  - #Q2 #MOCADPH5 #Together4MOKids
- Visuals
  - Parents: Share photos or videos of how you're supporting your school age youth during this time.
  - Providers/Teachers: Share photos showing how you are supporting distance learning, enrichment or providing supportive services to youth while schools are closed.