

2023 Social Media Toolkit

November is Family Engagement Month!

Let's Join Together to Spread the Good News!

Share these messages through social media posts and newsletters to celebrate the important role of families and generate support and buzz about meaningful family engagement and leadership. Family involvement in a child's development and education is one of the biggest predictors of health and success.

Below are sample social media posts and sample newsletter language that you can use or adapt. More family engagement information is available at: <https://www.ecac-parentcenter.org/family-engagement-month-2023>

Social Media Messages

Message #1

Families are children's first, longest lasting, and most important teachers, advocates, and nurturers. Celebrate families by signing on to the *Family Engagement Proclamation*, proclaiming November 2023 as "Family Engagement Month" in North Carolina at: <https://www.ecac-parentcenter.org/family-engagement-month-2023>

Las familias son los primeros y más importantes cuidadores, maestros y defensores en la vida de los niños (as). Célebren a las familias suscribiéndose a la Proclamación de Participación Familiar, proclamando a noviembre del 2023 como el "Mes de la Participación Familiar" en Carolina del Norte en: <https://www.ecac-parentcenter.org/family-engagement-month-2023>

Message #2

Spending time together as a family is important, and sometimes we all need new ideas! Check out the resources and activity ideas in the [Family Engagement Calendars](#).

Pasar tiempo juntos como familia es importante y, a veces, ¡todos necesitamos nuevas ideas! Consulte los recursos e ideas de actividades en [los calendarios](#) de participación familiar de noviembre, en Inglés y Español.

Message #3

November is Family Engagement Month! Involving families in their children's development and education leads to lifelong health and success. Check out this family engagement month webpage with activity calendars for families and more: <https://www.ecac-parentcenter.org/family-engagement-month-2023>

¡Noviembre es el Mes de la Participación Familiar! Involucrar a las familias en el desarrollo y la educación de sus hijos conduce a la salud y el éxito de por vida. Consulte esta página web

del mes de la Participación Familiar con calendarios de actividades para familias y más:
<https://www.ecac-parentcenter.org/family-engagement-month-2023>

Message #4

Often times when we hear about services and resources for families of children with disabilities, siblings are not included in the conversation. And yet they are the ones that will be in the life of their sibling with a disability the longest. This panel will be made up of young adult siblings who will reflect upon what it was like growing up with a brother or sister with a disability and how their perspective has changed. [Register Now](#) for Tool Time Tuesday on November 21st @ 12:00 pm.

Message #5

How do you talk about difficult topics with children who have disabilities? Join Tool Time Tuesday on November 7th @ 12:00 pm to learn tips and strategies to prepare for those tough conversations. [Register Now](#)

Message #6 *For Educators*

November is Family Engagement Month and the research is clear. “The evidence is consistent, positive, and convincing: families have a major influence on their children’s achievement in school and throughout life. When schools, families, and community groups work together to support learning, children do better in school, stay in school longer and like school more.” - Anne Henderson and Karen Mapp- Take a look at the [calendar for schools/teachers](#) which includes activities that welcome families and encourage important connections with the school.

Message #7

Centering family voices is critical to building strong early childhood systems. During Family Engagement Month, learn more about the ways your organization can elevate family leaders with Family Engagement & Leadership Action Guide and Toolkit at <https://www.smartstart.org/family-engagement-and-leadership/>

Centrar las voces familiares es fundamental para construir sistemas sólidos para la primera infancia. Durante el Mes de la Participación Familiar y Liderazgo, obtenga más información sobre las formas en que su organización puede elevar a los líderes familiares con Guía de Acción y kit de herramientas para la Participación Familiar y el Liderazgo en <https://www.smartstart.org/family-engagement-and-leadership/>

Message #8

North Carolina’s early childhood system strives to be family-centered, equity-driven and collaborative. The *Family Engagement and Leadership Framework*, accessible on DCDEE’s [FE&L Webpage](#), features Guiding Principles and information for agencies on meaningful family engagement and leadership.

El sistema de primera infancia de Carolina del Norte se esfuerza por estar centrado en la familia, impulsado por la equidad y colaborativo. El Marco de Liderazgo y Participación Familiar, accesible en la página web de [FE&L de DCDEE](#), Presenta una Guía de Principios e información para agencias sobre liderazgo y participación familiar significativa.

Sample Newsletter Language

You can share the *November Family Engagement* message through your organization's newsletters, or those that reach parents in your community, professionals in your field, or even general interest newsletters for your community. You can use or adapt the sample newsletter language below to reach others who might help further our cause.

November is Family Engagement Month! Family involvement in a child's development and education is one of the biggest predictors of lifelong health and success. In November, we celebrate parents and relatives who are their child's first teacher and provide nurturing and supportive relationships.

Families work hard every day to support young children in growing and learning. Let's get busy supporting families with these action steps in November:

Family actions:

- Spend time with your family having fun in November – check out the activity ideas on these fun [Family Engagement Calendars](#), in English and Spanish!
- Sign up for the [PBS KIDS Newsletter](#) and text CONNECT to 274448 for *Bright By Text* updates and info.
- Take care of yourself – go for a walk, talk with a friend, do something fun. You deserve it!
- Lend your voice and experience as a family leader in your school and community organizations.

Agency and school actions:

- Sign on to the Family Engagement Proclamation, proclaiming November 2023 as “Family Engagement Month” in North Carolina. Sign here: <https://www.ecac-parentcenter.org/family-engagement-month-2023>
- Review and improve the family engagement and leadership opportunities you offer: [Center for the Study of Social Policy's Parent Engagement and Leadership Assessment Guide and Tool](#).
- Share the Family Engagement School Calendar with your school colleagues.
- Consider how you can develop family leaders in your organization. Check out the Family Engagement & Leadership Action Guide and Toolkit at <https://www.smartstart.org/family-engagement-and-leadership/>
- Find helpful information and graphics such as “What Does Family Engagement and Leadership Look Like?” and the “Family Leadership Continuum” on DCDEE's [FE&L Webpage](#).

Policy makers and elected officials:

- Prioritize the needs of young children and their families with policies that ensure good health, strong families and positive early learning experiences, including:
 - Child care
 - Paid Leave
 - Early Head Start
 - Smart Start
 - Infant and Early Childhood Mental Health
 - Early Childhood Home Visiting
 - Family Support
 - Economic Security

Social Media Graphics

Guiding Principles
What Does Family Engagement and Leadership Look Like?

RESPONSIVE RELATIONSHIPS
Families experience responsive relationships with the people who work with them, in which family story and partnership is valued.

SHARED DECISIONS
Families are equal partners and active participants in goals and decisions about their child's well-being, development and learning.

WELCOMING ENVIRONMENTS
Spaces are created to feel welcoming and safe for families.

COMMUNICATION
Communication is a two-way street, easy to understand, and ongoing.

ADVOCACY
Families are empowered to advocate for themselves and their communities.

PROGRAM PLANNING
Families help with the planning and improvement process of programs.

ACCOUNTABILITY
Partner organizations are held accountable on how well they include families in their self-assessment and planning.

Guiding Principles from the “NC Early Childhood Family Engagement and Leadership Framework” accessible here: [Family Engagement and Leadership webpage](#)