**2022 Speak Now for Kids Family Advocacy Day Social Media Toolkit**

**Background:** During Family Advocacy Day, we encourage all champions to engage on social media. Although we may not have been in the same place at the same time over the course of the last few years, we have found that our voices connect us whether we meet in person or virtually. By coming together to share our stories this Family Advocacy Day, we can speak and act locally, while having an impact nationally. We can show that we are **Virtually Unstoppable** for Children’s Health.

**Important handles and social media channels to follow:**

**Speak Now for Kids**  
Twitter: [@speaknowforkids](https://twitter.com/speaknowforkids)  
Facebook: [@speaknowforkids](https://www.facebook.com/speaknowforkids)  
Instagram: [@speaknowforkids](https://www.instagram.com/speaknowforkids/)

**Preferred hashtags:**  
#VirtuallyUnstoppable

#FamilyAdvocacyDay  
#FAD2022

**Dates:** June 12-14, 2022

**Proposed Content:**  
Please retweet/share our social media posts and pair them with the sample content below. We encourage you to post photos from your legislative meetings throughout the week.

**Twitter -** copy and paste the following:

* I am excited to be a part of the @SpeakNowForKids #VirtuallyUnstoppable #FAD2022 and cheer on the brave kids and families who are sharing their stories with Congress. Learn more about #FamilyAdvocacyDay: <http://speaknowforkids.org/>
* During @SpeakNowforKids #FamilyAdvocacyDay, I’m excited to listen to brave #VirtuallyUnstoppable kids as they tell Congress about their #mentalhealth struggles so lawmakers understand the urgent need to address the #KidsMentalHealthCrisis with comprehensive policies. #FAD2022
* I’m excited to join [X Hospital] for the @SpeakNowforKids #FamilyAdvocacyDay. Our #VirtuallyUnstoppable champions will tell Congress about their medical journeys and why #CHIP and #MedicaidMatters. #FAD2022
* Kids need timely access to pediatric specialists and critical health care services. I’m excited to join @SpeakNowforKids #FamilyAdvocacyDay with our #VirtuallyUnstoppable kids to speak with Congress about their complex medical needs and why funding #CHGME is important. #FAD2022

**Facebook -**

* Today is the kickoff for @SpeakNowforKids #FAD2022. Follow along with me this week as [X Hospital]’s #VirtuallyUnstoppable champions participate in #FamilyAdvocacyDay to tell their medical stories to Congress to highlight the unique needs of kids with medical complexities. Join me by telling Congress that funding for children’s hospitals is critical, now more than ever. <https://actnow.io/uDIG7gq>
* I’m excited to join [X Hospital] for the @SpeakNowforKids #FamilyAdvocacyDay. Our #VirtuallyUnstoppable champions will tell Congress about their medical journeys and why #CHIP and #MedicaidMatters. #FAD2022
* [X Hospital] is thrilled to join @SpeakNowforKids #FamilyAdvocacyDay with our #VirtuallyUnstoppable youth advocates to speak with Congress about fully funding #CHGME, to ensure the future of the pediatric workforce so kids can receive timely access to specialists and critical health care services. #FAD2022

**Instagram -** post your photo, tag @speaknowforkids, use the hashtags and one of the suggested captions below:

* I am excited to be a part of the @SpeakNowForKids #VirtuallyUnstoppable #FAD2022 and cheer on the brave kids and families who are sharing their stories with Congress to help kids across the nation receive the critical health care services they need.
* This #FamilyAdvocacyDay, I am #VirtuallyUnstoppable in supporting the critical role of children’s hospitals in addressing the #KidsMentalHealthCrisis.

**Optional Twitter Copy to Amplify CHA’s Public Policy Asks**

We hope that you will amplify our public policy priorities on social media throughout the week.

**Twitter –** copy and paste the following:

* After listening to @SpeakNowforKids #VirtuallyUnstoppable kids during #FamilyAdvocacyDay share their #mentalhealth stories with Congress, I understand the urgency for lawmakers to pass #HR7236 to address the #KidsMentalHealthCrisis. Our kids need us now more than ever. #FAD2022
* We need urgent investment into the full spectrum of pediatric #mentalhealth care services including prevention, early intervention and treatment to address the #KidsMentalHealthCrisis. I'm #VirtuallyUnstoppable for kids mental health this #FamilyAdvocacyDay #FAD2022.
* I join @SpeakNowforKids and @Hospitals4kids in asking [TAG your MoC] to fully fund #CHGME to ensure the future of the pediatric workforce so hospitals can employ critically needed specialists and provide vital health care services for kids. #VirtuallyUnstoppable #FAD2022
* We need urgent solutions to address the #KidsMentalHealthCrisis. I ask/thank [tag your members of Congress] to support/for supporting the #TIKESAct to increase access to telehealth #mentalhealth services for children with #CHIP and #Medicaid. #VirtuallyUnstoppable #FAD2022
* .@[tag MoC] please co-sponsor and support/thank you for supporting the Helping Kids Cope Act #HR4944 to provide funding to support #kidsmentalhealth programs in communities across the country to address the #KidsMentalHealthCrisis. #VirtuallyUnstoppable #FAD2022