**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:**  
This content was created to support our public policy priorities. Please choose the social copy below that best fits with your FAD family’s story and retweet/share our social media posts too. We encourage you to post photos throughout the week.

**PRE-EVENT**

**Twitter -**

* [X Hospital] is excited to be a part of the @SpeakNowForKids #VirtuallyUnstoppable #FamilyAdvocacyDay and cheer on the brave kids and families who are sharing their stories with Congress. Learn more about #FAD2022: <http://speaknowforkids.org/>

**Facebook -**

* [X Hospital] is excited to be a part of the @SpeakNowForKids #VirtuallyUnstoppable #FamilyAdvocacyDay June 12-14, and cheer on the brave kids and families who are sharing their stories with Congress. Follow along and learn more about #FAD2022: <http://speaknowforkids.org/>

**Instagram -** post your champions’ photo, tag @speaknowforkids, use the hashtags, and the suggested caption below:

* [X Hospital] is #VirtuallyUnstoppable in our efforts to get Congress to listen to the stories of children and families with complex medical needs this #FamilyAdvocacyDay. Follow along as we advocate for our pediatric patients this week during #FAD2022.

**DURING THE EVENT**

**Twitter:** copy and paste the suggested captions below along with photos from the legislative meetings:

* Today is the kickoff for @SpeakNowforKids #FAD2022. Follow along with us this week as our #VirtuallyUnstoppable champions participate in #FamilyAdvocacyDay to tell their medical stories to Congress to help other kids with medical needs.
* [X Hospital] is excited to have our #VirtuallyUnstoppable champions tell Congress why #MedicaidMatters during @SpeakNowforKids #FamilyAdvocacyDay. #FAD2022 #CHIP
* [X Hospital] is excited to join @SpeakNowforKids #FamilyAdvocacyDay with our #VirtuallyUnstoppable champions to speak with Congress about their complex medical needs. #FAD2022
* [X Hospital] urges Congress to fully fund #CHGME to ensure the future of the pediatric workforce so our hospitals can employ critically needed specialists and provide vital health care services to take care of our patients. #VirtuallyUnstoppable #FAD2022
* [X Hospital] is proud of our #VirtuallyUnstoppable champions bravely sharing their #mentalhealth struggles with Congress to raise awareness to the #KidsMentalHealthCrisis.

**Facebook:** copy and paste the suggested captions below along with photos from the legislative meetings:

* Today is the kickoff for @SpeakNowforKids #FAD2022. Follow along with us this week as our #VirtuallyUnstoppable champions participate in #FamilyAdvocacyDay to tell their medical stories to Congress to help kids with medical complexities. Join us by telling Congress that funding for children’s hospitals is critical, now more than ever. https://actnow.io/uDIG7gq
* [X Hospital] is excited to have our #VirtuallyUnstoppable patient advocate(s) tell Congress about their medical journeys and why #MedicaidMatters during @SpeakNowforKids #FamilyAdvocacyDay. #FAD2022
* [X Hospital] is thrilled to join @SpeakNowforKids #FamilyAdvocacyDay with our #VirtuallyUnstoppable patient advocates to speak with Congress about the importance of 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 photos from throughout Family Advocacy Day and of your meetings with members of Congress, tag @speaknowforkids, use the hashtags and suggested captions below:

* [X Hospital] joined @SpeakNowforKids #FamilyAdvocacyDay with our #VirtuallyUnstoppable patient advocates to tell Congress why #MedicaidMatters. #FAD2022
* This #FamilyAdvocacyDay, we are #VirtuallyUnstoppable in supporting the critical role of children’s hospitals in addressing the #KidsMentalHealthCrisis.
* We are so thankful for our #VirtuallyUnstoppable champions who were so brave to share their personal stories with members of Congress to help other kids across the country. #FAD2022

**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.

* [X Hospital] is thrilled to participate in @SpeakNowforKids #FamilyAdvocacyDay so Congress can hear directly from our #VirtuallyUnstoppable kids about their #mentalhealth struggles and understand why passing #HR7236 is urgently needed to address the #KidsMentalHealthCrisis. #FAD2022
* [X Hospital] asks Congress to pass the Helping Kids Cope Act #HR4944 to provide funding to support #kidsmentalhealth programs in communities across the country to address the #KidsMentalHealthCrisis. #VirtuallyUnstoppable #FAD2022
* The #KidsMentalHealthCrisis created a boarding crisis in children’s hospitals. We ask/thank [TAG your members of Congress] to support/for supporting the Children’s Mental Health Infrastructure Act #HR4943 to improve our national capacity to provide timely access to critical #mentalhealth services. #FAD2022

We need urgent solutions to address the #KidsMentalHealthCrisis. We 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

* Children’s hospitals serve a critical role in treating kids’ medical needs. We ask Congress to pass the Accelerating Kids’ Access to Care Act S.1544/HR3089 to improve access to care and eliminate burdens for providers and states. #VirtuallyUnstoppable #FAD2022