



Social Media Toolkit

Child Care and its Impact on Orange County's Economy



Campaign Goals

Even before the COVID-19 pandemic, First 5 Orange County was concerned by the lack of affordable and quality child care, so went about analyzing the state of the child care industry.

What we found, and are revealing in three phases, is that there is a harsh landscape for Orange County's working parents hoping to find affordable child care, especially for those who need it for their infants or toddlers. Furthermore, child care-related challenges exact a massive toll on Orange County companies and the overall economy, with billions of dollars lost in productivity, wages and tax revenue.

By acting together, we can leverage our voices and underline the connection between the lack of child care and the local economy, plus work together to help formulate recommendations and a plan of action to solve this crisis.



How You Can Help

As a partner of First 5 Orange County or as someone who cares about the dearth of quality child care, you play a crucial role in spreading messages that recognize the impact child care has on the overall economy. We will take care of the content; all you need to do is share it with your communities via your social media platforms.



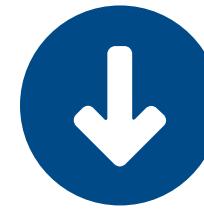
Follow First 5 Orange County's [Facebook](#) and [LinkedIn](#) accounts.



Re-share content from our social media accounts onto yours.



Tag First 5 OC using @First5OrangeCounty.



Adapt our graphics to your brand.



Share campaign images on your social media platforms.



Apply the designated hashtags to join the social media community.



FIRST 5
ORANGE COUNTY

Access Toolkit Assets

In this document, you'll find toolkit assets separated by social platform. However, all assets are centralized in one Dropbox folder. You can access all assets using the following link:

[Click Here] to Download All Toolkit Assets

Hashtags

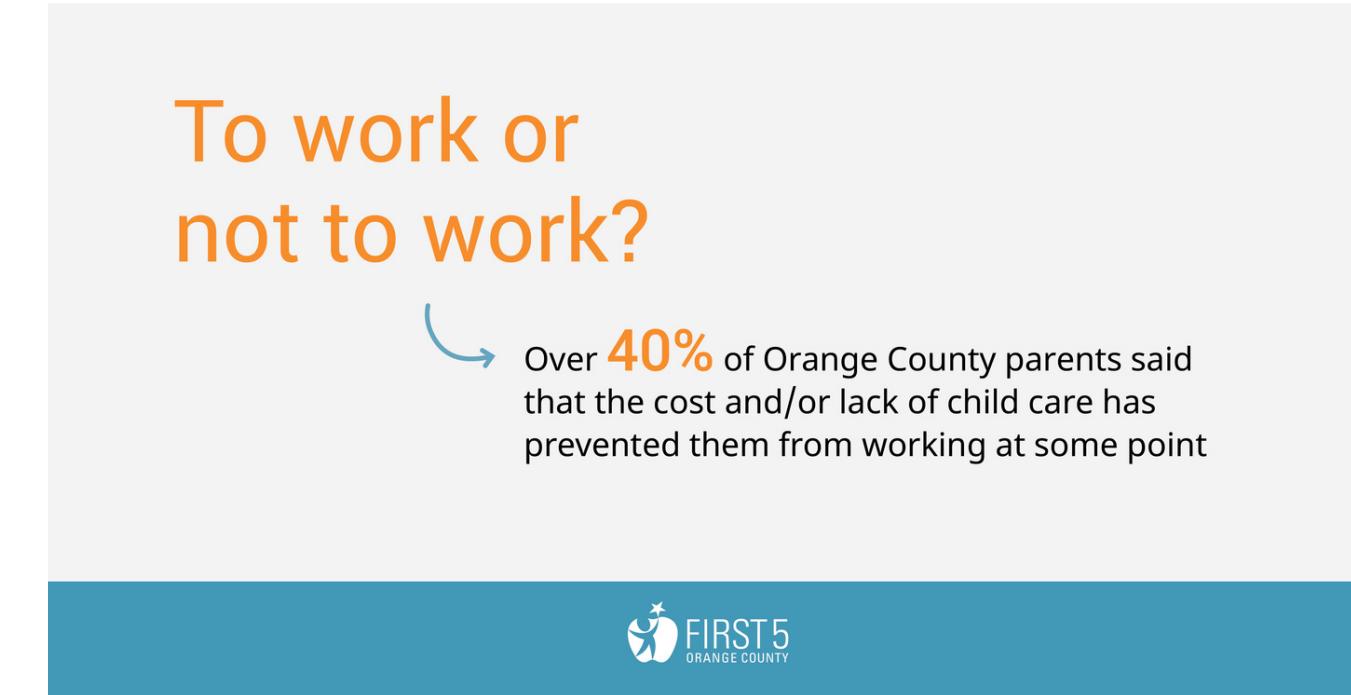
In an effort to increase visibility and add momentum to the campaign, please include one, several or all of the following hashtags in your social media posts:

- #ChildCareinOC
- #ChildCareF5OC
- #ChildCareisEssential
- #First5OrangeCounty
- #ChildCare
- #Care4All

Twitter Images

The following graphics have been sized to fit the Twitter in-stream photo dimensions (1024 x 512 pixels).

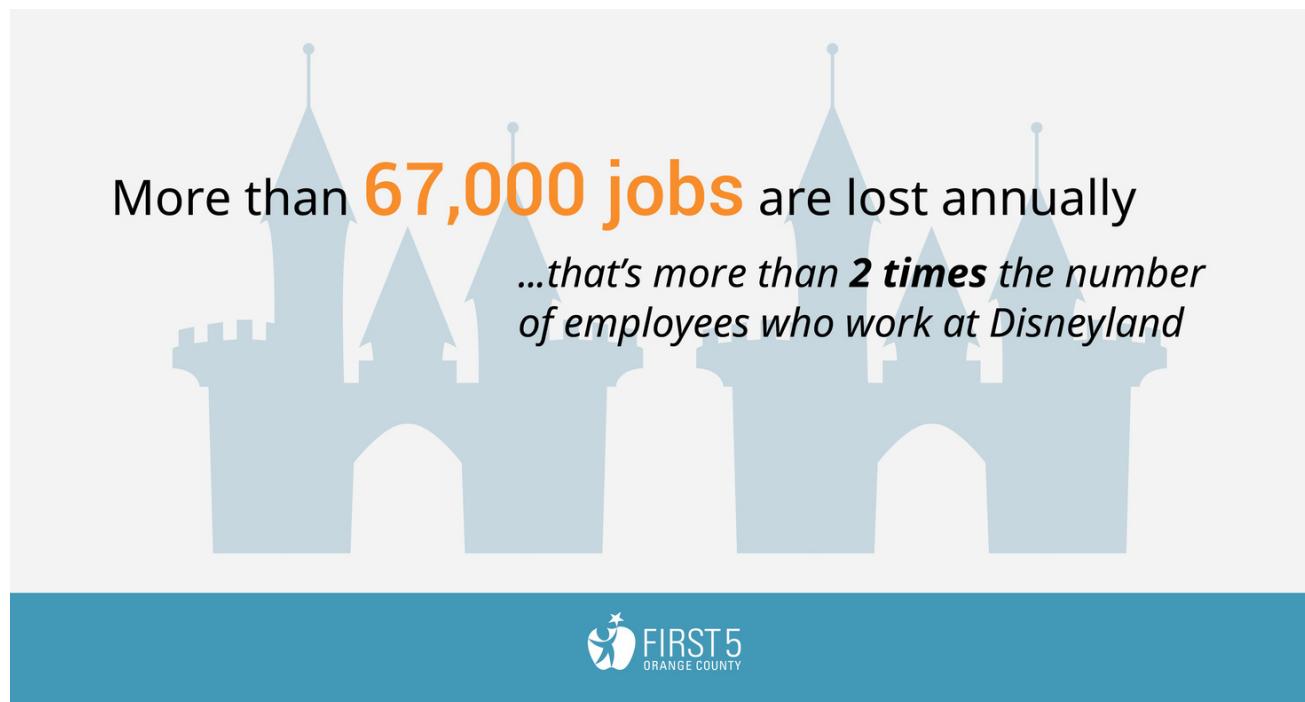
[\[Click Here\] to download Twitter Images](#)



Facebook/LinkedIn Images

The following graphics have been sized to fit the Facebook in-stream photo dimensions (1200 x 630 pixels). These images can also be used for LinkedIn, since the in-stream photo dimensions are 1200 by 627 pixels.

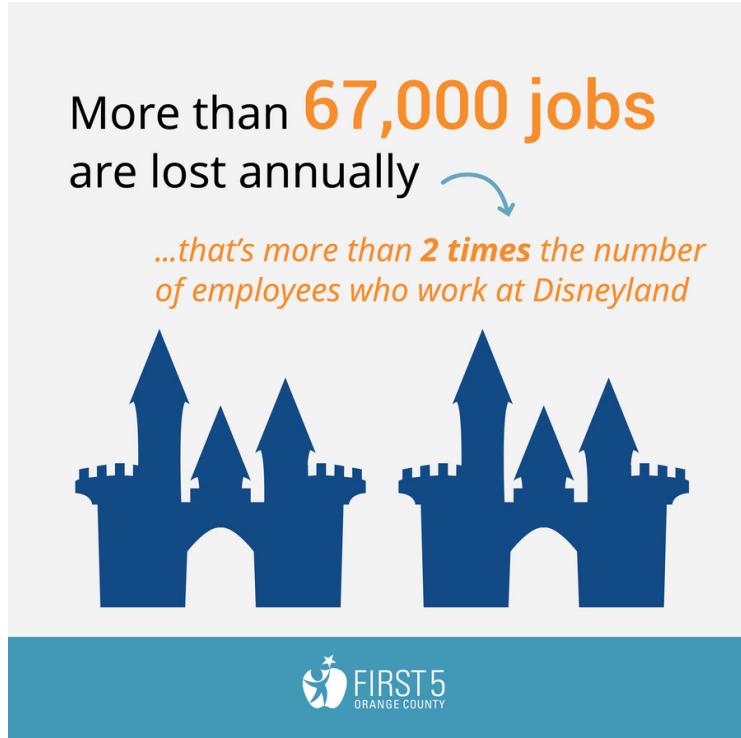
[**\[Click Here\]** to download Facebook/LinkedIn Images](#)



Instagram Images

The following graphics have been resized to fit the Instagram in-stream photo dimensions (1080 x 1080 pixels).

[\[Click Here\] to download Instagram Images](#)



Social Media Messaging



First 5 Orange County has developed sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels. Some hashtags have been incorporated, but feel free to mix and match copy with hashtags shared earlier in the toolkit.

- It's tough to do your job when you can't find child care. Help us find solutions for working parents and employers. #ChildCareinOC
- Employees + no child care = Bad for business. Help us find solutions for working parents and employers. #ChildCareinOC
- A missed day here, a late day there. It may not seem like much, but it adds up. When affordable quality child care isn't available, we all suffer. Help us solve Orange County's child care crisis. #ChildCareinOC
- More workers are heading back to their jobs. Who's watching their kids? Help us solve Orange County's child care crisis. #ChildCareinOC
- Couples can't afford quality child care. They also can't afford to give up one of their jobs. Help us find solutions for working parents. #ChildCareinOC
- 67,000 lost jobs. A \$4.3 billion hit to our economy. Every year. Businesses are hurting. Families are struggling. Help us solve Orange County's devastating child care crisis. #ChildCareinOC



Questions? Contact Us

If you have questions or comments about this toolkit, or if you're having problems accessing or downloading assets, please contact:

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