The quality of early childhood education depends on a strong child care and pre-k workforce which can promote brain development by providing a stimulating and supportive learning environment. Yet the average annual wage for early childhood educators is barely above the federal poverty level for a family of three, making retention and access to professional development, such as college coursework, difficult.

The Committee for Economic Development (CED) of The Conference Board wants to work with champions like you to spur change in local communities nationwide by supporting investment in the early education workforce. In this toolkit, you will find sample language and resources at the national and state level that can help you advocate for the #EarlyEdWorkforce.

How Can You Help?

You can help play an important role in amplifying our mutual message of support on your social platforms.

Share Social Media Posts and Creative: We have provided sample social media posts tailored to the key messages we want to amplify. Use the content below as inspiration for your own social media posts across all channels. In addition, we have included graphics that we encourage you to incorporate with this content.

Follow CED on Social Media: Follow and engage with CED on Facebook and on Twitter. We encourage you to interact with us and help us reach new audiences using content from the #EarlyEdWorkforce campaign.

Use the Campaign Hashtag: Please use our #EarlyEdWorkforce in all of your social posts.

Share These Resources with Sample Social Media Content:

Sample Social Media Content:

National

- Investing in the #EarlyEdWorkforce leads to more children starting school ready to learn and experiencing positive academic and health outcomes, which makes for a stronger future workforce and more engaged citizens. Learn about the impact of quality early
Without access to affordable child care, many parents are forced to reduce their hours or opt-out of the workforce. Raise awareness in your organization and community about how a lack of affordable, quality child care affects all families, as well as productivity in the workplace. #EarlyEdWorkforce http://ow.ly/BWEW50xs3QY

We can improve support for the #EarlyEdWorkforce through professional pathways and compensation strategies tied to increased training and skill levels. Learn how to lay the foundations for success http://ow.ly/Dwyv50xs3T6

Investing in quality early childhood education supports children’s healthy development, promotes a skilled workforce, and spurs local economic growth, immediately and long-term. See why investing in early childhood educators is essential in CED’s Pathways to High-Quality Child Care. #EarlyEdWorkforce http://ow.ly/goiS50xs3Ul

Low compensation of the childcare workforce makes it hard to attract and retain staff, which impacts early childhood development. Supporting the #EarlyEdWorkforce can help improve retention as well as learning outcomes for children. Learn more about why the role of early educators matters in your state http://ow.ly/4goK50xs3W7

State:

In the first few years of a child’s life, more than 1 million new neural connections form every second, laying the foundation for future social, emotional, cognitive, and physical development. That is why investment in a high-quality #EarlyEdWorkforce in [X STATE] is so important. Learn more http://ow.ly/86HF50xs44O

#DYK that vocabulary at age 3 can predict 3rd grade reading skills? Every day a child spends in child care and pre-k in [X STATE] is critical to their development. Learn more about [X STATE]’s #EarlyEdWorkforce and why they need our support http://ow.ly/86HF50xs44O

Social Video & Graphics:

- Video
- National Graphic 1
- National Graphic 2
- 50 States + DC & PR Graphics