



## Child Care Champion Draft Social Media Post Copy

### FACEBOOK

#### Option 1

When parents don't have child care, they can't go to work. When businesses don't have employees, it impacts their bottom line. Virginia's economic success depends on whether families can access the #childcare options they need. I'm committed to expanding access to quality, affordable child care. I'm proud to join @PromiseActionVA as a Child Care Champion and will work to achieve the bold goal of quality, affordable child care for all Virginians by 2030! #VaPromise #ChildCareIsEssential

#### Option 2

High-quality #childcare helps children lay foundations for success later in life and allows parents to return to work and advance their careers. Regrettably, Virginia families, providers and businesses continue to struggle amid the ongoing child care crisis. More must be done to strengthen Virginia's child care system. That's why I'm a proud @PromiseActionVA Child Care Champion and support the bold goal of quality, affordable child care for all Virginians by 2030! #VaPromise #ChildCareIsEssential

#### Option 3

This year, the average price for parents of center-based infant care in Virginia is over \$15,000 per year. Virginia families cannot afford this high cost of care, forcing parents to rely on inconsistent child care options, cut working hours, or quit jobs. We must take action. I'm proud to join @PromiseActionVA as a Child Care Champion and will work to achieve the bold goal of quality, affordable child care for all Virginians by 2030! #VaPromise #ChildCareIsEssential

#### Option 4

Early childhood educators in our communities – disproportionately women of color – often earn poverty wages. A significant increase in investment in Virginia's child care system would finally fairly compensate early educators for the invaluable work they do. I'm proud to join @PromiseActionVA as a Child Care Champion and will work to achieve a more fair and equitable child care system for all Virginians! #VaPromise #ChildCareIsEssential

#### Option 5

The earliest years of a child's life are when the majority of brain development occurs. We must ensure all Virginia families can access high-quality #childcare that will help their children learn and grow. That's why I'm a proud @PromiseActionVA Child Care Champion and support the bold goal of quality, affordable child care for all Virginians by 2030! #VaPromise #ChildCareIsEssential

#### Option 6

@PromiseActionVA is committed to ensuring every child in Virginia has access to quality, affordable child care by 2030. As a Child Care Champion, I'm proud to support @PromiseActionVA in their efforts to advance policy improvements and increased investment that will benefit families across the Commonwealth.



## Child Care Champion Draft Social Media Post Copy

### TWITTER

#### Option 1

When parents don't have child care, they can't go to work. When businesses don't have employees, it impacts their bottom line. Our economic success depends on a strong #childcare system. That's why I'm proud to join @PromiseActionVA as a Child Care Champion! #VaPromise

#### Option 2

Quality #childcare helps kids lay foundations for success & allows parents to return to work, but Virginians continue to struggle w/ an ongoing #childcare crisis. As a @PromiseActionVA Child Care Champion, I support the goal of affordable child care for all Virginians by 2030!

#### Option 3

This year, the avg price for center-based infant care in VA is over \$15K/year. Families can't afford these costs, forcing parents to rely on inconsistent options, cut working hours, or quit jobs. We must take action. That's why I'm a proud @PromiseActionVA Child Care Champion!

#### Option 4

#ECE educators often earn poverty wages. Greater investment in our #childcare system would finally fairly compensate early educators for the invaluable work they do. As a @PromiseActionVA Child Care Champion, I'll work to achieve a more equitable #childcare system for all Virginians!

#### Option 5

The earliest years of a child's life are when the majority of their brain develops. All VA families should have access to quality #childcare to help their children learn & grow. As a @PromiseActionVA Child Care Champion, I support the goal of quality #childcare for all by 2030!

#### Option 6

.@PromiseActionVA is committed to ensuring every child in VA has access to quality #childcare by 2030. As a Child Care Champion, I'm proud to support their efforts to advance policy improvements & increased investment that will benefit families across the Commonwealth. #VaPromise