



"Stories of Help Me Grow North Texas" Social Media Campaign Toolkit Instruction Guide

For any questions about the "Stories of Help Me Grow North Texas" social media campaign, please contact Faith Rivera at Faith.Rivera@mhmrtc.org or 682-249-7495

Purpose

- I. This campaign will be sharing the videos that were created as a part of the "Stories of Help Me Grow North Texas" series. The series includes several topic specific interview videos and the larger 5 minute video. All videos share different perspectives about why the work and collaboration of Help Me Grow North Texas is needed in the community
- II. This campaign was designed to create more engagement within the Help Me Grow North Texas social media channels and raise more general community awareness about Help Me Grow North Texas.
- III. This campaign will last December 5-11, with a new post and video shared each day from the series. The final video reveal will be on December 11.
- IV. Partners are welcome to share posts directly from the @HelpMeGrowNTX social channels or create their own using the guidelines below.
- V. Each post focuses on a different audience or need that Help Me Grow North Texas supports within the community.
- VI. All videos from within the campaign can be found at the Help Me Grow North Texas YouTube channel
https://www.youtube.com/channel/UCGn_Mv3xQsCPqQh_-RVcDtq.

Guidelines

- I. Please be sure to tag Help Me Grow North Texas in all posts related to the campaign, @HelpMeGrowNTX is the handle for Facebook, Twitter, and Instagram
- II. Use the hashtag #HelpMeGrowNTX
 - A. Do NOT use #HelpMeGrow; this tag is not used for early childhood purposes.
- III. If you would like to add other hashtags or tag any handles to the post, please do so in a comment or re-tweet with a comment on the post, not as text within the original post.



Daily Posts

- I. Sunday the 5th
 - A. Audience/perspective: sharing family story
 - B. Facebook or Instagram
 1. How can @HelpMeGrowNTX help your family? #HelpMeGrowNTX helps all families with children under 6. No question is too big or too small. Call us today at 844-689-5437 or share us with a friend or family member. <https://youtu.be/Dn1inQP2qYI>
 - C. Twitter
 1. @HelpMeGrowNTX is here to help all families with children under 6. No question is too big or too small. Call us today at 844-689-5437 or share us with a friend or family member. <https://youtu.be/Dn1inQP2qYI>
- II. Monday the 6th
 - A. Audience/perspective: Why is it important to focus on early childhood?
 - B. Facebook/Instagram: Working to make improvements to ensure all families have access to quality programs and education early to help end the cycle of poverty and inequalities in our community. <https://youtu.be/9kBx07b6jBQ>
 - C. Twitter: Working to make improvements to ensure all families have access to quality programs and education early to help end the cycle of poverty and inequalities in our community. <https://youtu.be/9kBx07b6jBQ>
- III. Tuesday the 7th
 - A. Audience/perspective: The Role of the Family Navigator
 - B. Facebook or Instagram
 1. There are many resources and services out there for families but finding and accessing them can be difficult. The @HelpMeGrowNTX Family Navigators listen to family's needs, connect them with resources, and offer follow up to continue to support them. Connect with HelpMeGrowNTX today. <https://youtu.be/Kjq68hgl9ig>
 - C. Twitter
 1. There are many resources out there for families but accessing them can be hard. The @HelpMeGrowNTX Family Navigators are there to listen, connect families with resources, & offer ongoing support. <https://youtu.be/Kjq68hgl9ig>
- IV. Wednesday the 8th
 - A. Audience/Perspective: How Help Me Grow North Texas supports physicians



- B. Facebook or Instagram
 - 1. @HelpMeGrowNTX supports physicians by facilitating referrals and following up with families to ensure they received the appropriate support for their concerns and circumstances. Isn't it wonderful that our community has a resource like Help Me Grow North Texas? Refer to #HelpMeGrowNTX today! <https://youtu.be/JwXYj9ejRqk>
 - C. Twitter
 - 1. @HelpMeGrowNTX supports physicians by facilitating referrals & following up with families to ensure they received the appropriate support for their concerns and circumstances. <https://youtu.be/JwXYj9ejRqk>
- V. Thursday the 9th
- A. Audience/Perspective: System's Efforts and Community Collaboration
 - B. Facebook or Instagram
 - 1. @HelpMeGrowNTX spans 18 counties across North Texas; the first region-wide early childhood system effort in our area. Operating as one system to support families, our region becomes a better place to raise a family. <https://youtu.be/NAcNfVJt3Es>
 - C. Twitter
 - 1. @HelpMeGrowNTX spans 18 counties; the 1st region-wide early childhood system in our area. Operating as one system to support families makes our region a better place to raise a family. <https://youtu.be/NAcNfVJt3Es>
- VI. Friday the 10th
- A. Audience/Perspective: Funders, Advocates, and the General Community
 - B. Facebook or Instagram
 - 1. @HelpMeGrowNTX makes our community stronger. When families are supported, it makes our communities better. All families can benefit from some extra help. Learn more about #HelpMeGrowNTX by checking out our website www.helpmegrownorthtexas.org <https://youtu.be/aQ5JXoZHOU0>
 - C. Twitter
 - 1. @HelpMeGrowNTX makes our community stronger. When families are supported, it makes our communities better. All families can benefit from some extra help. Learn more by going to www.helpmegrownorthtexas.org <https://youtu.be/aQ5JXoZHOU0>
- VII. Saturday the 11th



- A. Audience/Perspective: Big Video Release
- B. Facebook or Instagram
 - 1. @HelpMeGrowNTX has been impacting families and the larger North Texas community for over two years. This video highlights the partnerships and innovative work that is happening to make North Texas the best place to raise a family. Connect with #HelpMeGrowNTX today at www.HelpMeGrowNorthTexas.org
https://youtu.be/sLHDxI_gB0
- C. Twitter
 - 1. @HelpMeGrowNTX has been impacting families & the community for over 2 years. The video highlights the partnerships & innovative work happening to make North Texas the best place for a family. https://youtu.be/sLHDxI_gB0