



Sample Communications Social Media

Using Posts to Diffuse Frame Elements

Social media is an important tool for strategic communicators. Every click, share, like, follow, and forward repeats your well-framed message to an ever-widening audience. People can participate in the “real time” civic dialogue about children’s issues on social media. And they can do it in a way that aligns their conversations about childhood development and learning with those of experts in the field.

The table below demonstrates how frame elements can be infused into social media shares about childhood development, about school, and about what children need to thrive. The sample posts are “headlines” that will drive readers to content. (Note that the links here are not live; they are placeholders for content that you might want to share.) You can use these sample posts as “starters” for your own social media posts (Facebook, Twitter, blogs, etc.); shorten them, extend them, and make them your own!

Frame Element	Especially good to set up thinking about...	Sample Post
<p>Brain Architecture: The brain's basic architecture is built in a process that begins before birth and continues into adulthood.</p>	<p>Programs that support children's healthy brain development.</p>	<p>One way to think about brain development in early childhood is to imagine it as an ongoing construction project. Site preparation begins with a supportive community; the work starts earlier than you might think, depends on a solid foundation, and requires a good crew. Read more: http://samplelink</p>
	<p>The work of community-based initiatives like Alamance Achieves.</p>	<p>Children's brains are built! See how our work is providing a strong foundation for Alamance's children: http://samplelink</p>
<p>Serve and Return: The interactions that children have with parents, caregivers, & community members are a vital ingredient in brain development.</p>	<p>High-quality programs & community resources that are based on developmental science.</p>	<p>Early brain development is like a game of tennis or ping-pong: the back-and-forth interaction is the essence of the game. Getting in synch builds stronger neural pathways, and anyone can play! Your turn!! Learn how you can help build stronger brains: http://samplelink</p>
	<p>How to best design the school context.</p>	<p>Kids get lots of opportunities for good serve-and-return interactions when child-teacher ratios are low. Read more here about things we can all do to help North Carolina build stronger brains: http://samplelink</p>
	<p>Engage the local business community to support early childhood development.</p>	<p>Innovative parental leave policies allow for lots of good serve-and-return interactions. Read here to learn more about what innovative business leaders here in Alamance are doing to build stronger brains for the next generation: http://samplelink</p>

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<p>Toxic Stress: There are different types of stress. Distinction between normal, everyday stresses and serious adversity that can cause disruptions in brain and biological development.</p>	<p>Support for services and programs that can buffer the effects of toxic stress and help them to make the stress more manageable.</p>	<p>Chronic stressful conditions in a child's life=#toxic stress, affects brain/body development. Great childcare can intervene. http://samplelink</p>
<p>Weaving Skills Ropes: A metaphor for the integrated nature of skills, including social-emotional-cognitive.</p>	<p>Deeper, project-based, social-emotional, student-centered learning.</p>	<p>Children build strong skills ropes when their learning environments are hands-on, inquiry based, and student-directed. What do kids need to practice weaving strong yet flexible skill ropes? #edchat</p>
<p>Resilience Scale: A positive outcome is like a scale that is tipped toward one side. It can be influenced by counterbalancing and by adjusting the fulcrum point.</p>	<p>Community resilience.</p>	<p>Improving children's outcomes is a lot like tipping a scale. We can offload negative factors like unsafe neighborhoods and isolation. And we can stack up resources and programs on the positive side, such as healthy housing, quality education, and [insert program description here]. Tipping the scales to more positive outcomes will mean strong, thriving communities for everyone.</p>
<p>Charging Stations: Learning opportunities are like charging stations, but access varies greatly from place to place.</p>	<p>Community-based programs designed to help kids develop and learn (at churches, summer programs, community centers, etc.).</p>	<p>Libraries, after school programs, and activities like [insert program description here] charge up our kids' learning. Alamance needs lots of spaces where kids can plug in to their communities and develop new skills.</p>
<p>Resource Grid: There is a grid of resources that runs through Alamance that supports children and families, but it is patchy in some places and needs to be fixed.</p>	<p>Why we need to focus interventions on those who need support the most.</p>	<p>When we make our network of resources stronger and more reliable, all children can get the support they need no matter where they live. Learn more here about how we power up our grid of resources in Alamance. http://samplelink</p>

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<p>Scaffolding: Just as construction workers need scaffolding to build a structure, teachers need various kinds of support to build learners' brains.</p>	<p>The kinds of supports that teachers need beyond salary.</p>	<p>Teachers build children's skills like curiosity, teamwork, communication, problem solving, trial and error, and exploration. But this is a challenging construction project, so teachers need support, like professional development, mentorship programs, and other resources. Teachers construct learning environments for the problem-solvers of tomorrow, so let's make sure that have all the supports they need!</p>
<p>Remodeling: The changes we need to make to our education system are like remodeling a valuable but outdated house.</p>	<p>Why there is a need to go beyond "just the basics" and "the three Rs."</p>	<p>An updated school system will help us face future challenges. We need to do some remodeling in our county by keeping what works and updating what doesn't in our school systems. If we work on this project today, we will be ready for the challenges of tomorrow.</p>
<p>Forward Exchange: We all participate in a system of forward exchange, benefiting from the taxes people paid in the past, and supporting budgets that plan for the needs of the future.</p>	<p>How we all benefit from public investments.</p>	<p>Budgets are tools for peering into the future in order to make sure that we all have what we need and we can prevent problems before they happen. We should have lots of community conversations when we make budget decisions and use our budgets to measure how far we have come and what we see down the road ahead!</p>