Our mission is to coalesce, inspire and support the Head Start field as a leader in early childhood development and education.

SOCIAL MEDIA TOOLKIT
Engaging with your members of Congress
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The Importance of Building Relationships

Building relationships with elected officials lays the groundwork for putting Head Start in a favorable position when funding decisions are being made. The National Head Start Association recommends that you send a letter or email to your representatives to introduce them to your program. With newly elected members of Congress, it can be difficult for you to reach out via email. While they are still hiring staff, it can sometimes be more effective to connect via social media.

Tips

✨ Like or follow your lawmakers on Facebook, Twitter, or Instagram. You can find your legislators’ Twitter handles here. Or simply google their name and add the name of a social media platform to your search term.

Tag your lawmakers in your posts whenever appropriate. This will send them a notification that you mentioned them. On Twitter and Instagram, use the “@” symbol and the account name to tag them. On Facebook, type the “@” symbol and start typing their page name (it should auto-populate a drop down list of people to choose from).

Keep your message short and simple.

Add photos and videos to increase engagement. Add a picture of the children you serve, your classroom, the teachers from your programs, etc.

Use Head Start-related hashtags listed below to build awareness.

Use your city’s hashtag or add your location in order to let them know you are a constituent. (Example: #Louisville)

Tag NHSA. Tag the National Head Start Association on Facebook, Twitter, and Instagram

Hashtags

Use some of the following hashtags with all your social media activity to help build awareness, and track responses and outreach to government officials.

#HeadStart | #OurHeadStart | #HeadStartAdvantage | #ThankfulforHeadStart
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Suggested Posts to Introduce your Program

You can use one of these suggested posts to introduce your program to new members of Congress. Just make sure to tag your elected officials.

Tweet from your account

- @[MOC account] Congratulations on joining the 116th Congress! We look forward to working with you on behalf of [City’s] vulnerable children and families. Please let us know if you are available for a meeting or would like to visit our #HeadStart program.

- @[MOC account] Congratulations on joining the 116th Congress! Our #HeadStart program in [City] gives children from at-risk backgrounds the skills they need to succeed. Please contact us at [email] on behalf of [City’s] vulnerable children and families.

Facebook post on their wall

- Congratulations on joining the 116th Congress! We work with {Number} of #HeadStart children and families and would like to discuss how we can partner to ensure they may flourish and become thriving members of our community. Please contact us at [email].

- Congratulations on joining the 116th Congress! DYK that research shows that #HeadStart students are more likely to graduate high school and help their families escape the cycle of poverty? Contact [email] to learn how you can support the #HeadStartAdvantage in [City].

- Congratulations on joining the 116th Congress! We work with [Number] children from at-risk backgrounds in [City]. With your help, we can continue to serve these #HeadStart children and families in the most effective and efficient way possible. Please contact us at [email].

- Congratulations on joining the ranks of the 116th Congress! Did you know that research shows that #HeadStart students are more likely to graduate high school, attend college, and help their families escape the cycle of poverty?

- Please let us know if you are available for a meeting or would like to visit our #HeadStart program. We look forward to working with you on behalf of [City’s] vulnerable children and families.