



## Semana de la Infancia

Abril 5 al 11 del 2025

Encuentra más información y sé parte en  
[azaeyc.org/woyc](http://azaeyc.org/woyc).



## Week of the Young Child

April 5-11, 2025

Learn more and get involved at [azaeyc.org/woyc](http://azaeyc.org/woyc).

### **SOCIAL MEDIA TOOLKIT: OVERVIEW**

#### **Welcome Community Partners, Child Care Providers, and Local Advocates!**

Thank you for your interest in promoting *Week of the Young Child*, taking place April 5-12, 2025.

The **Southern Arizona Association for the Education of Young Children (SAzAEYC)**, the **Arizona Association for the Education of Young Children (AzAEYC)**, in partnership with **First Things First (FTF)**, invite you to join in celebrating the *Week of the Young Child*, a nationwide event hosted by the National Association for the Education of Young Children (NAEYC).

Week of the Young Child (WOYC) highlights the importance of early childhood education and recognizes the vital role educators and child care providers play in supporting the development of young children and the need for quality early learning experiences. This year, we are highlighting the critical importance of affordable, high-quality child care for Arizona's working families. Below, you'll find messaging and graphics to help spread the word that affordable, quality child care is essential and must be prioritized at all levels.

To participate, we encourage you to:

1. Use the sample captions and the graphics in this social media kit to post on your social media channels throughout the Week of the Young Child; and,
2. Share posts from the Arizona Association for the Education of Young Children (AzAEYC), the Southern Arizona Association for the Education of Young Children (SAZAEYC), and First Things First (FTF).

Join us for a week of celebrating early learning, young children, their educators, families, and our communities. Together, we can make sure **#ECEwins**—across the country and in your community during **#WOYC25!**

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## FACEBOOK AND LINKEDIN MESSAGES

**Pro-tip:** Don't forget to tag SAzAIEYC's, AzAIEYC's, and/or FTF's name by including the @ symbol in front of either name. After copying one of the messages below, click the agency's name, and a drop-down menu should appear. If it doesn't work, delete the @ and keep our names.

### General Messages:

1. A strong Arizona economy needs a well-educated and skilled workforce. But Arizona can't work unless child care works. Learn more about how you can get involved and raise your voice for #EarlyChildhood to support Arizona's families with this resource from **@First Things First. #WOYC25 @Arizona Association for the Education of Young Children @Southern Arizona Association for the Education of Young Children.**  
[www.firstthingsfirst.org/advocate-early-childhood](http://www.firstthingsfirst.org/advocate-early-childhood)
2. Quality early learning is strongly connected to higher graduation rates and less dependence on social services later in life. Increased school readiness leads to workforce readiness, and Arizona needs a strong workforce to support a strong economy. Learn more about the return on investing in early childhood and celebrate #WOYC25 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children and @First Things First.**  
[www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood](http://www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood)
3. Providing resources to support the health and learning of our young children is a crucial economic development strategy. After all, Arizona doesn't work if child care doesn't work. Investing in quality early care and education is the best opportunity to ensure a solid foundation is set from the start. Learn more about the importance of access to quality, affordable child care to Arizona's economy and celebrate #WOYC25 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children and @First Things First.** [www.firstthingsfirst.org/advocate-early-childhood](http://www.firstthingsfirst.org/advocate-early-childhood)
4. Investing in quality early childhood programs helps infants, toddlers and preschoolers learn, grow and succeed. Access to affordable child care is important for today's workforce and for building tomorrow's workforce. Learn more about quality child care and celebrate #WOY25 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children and @First Things First.**  
[www.firstthingsfirst.org/resources/quality-first](http://www.firstthingsfirst.org/resources/quality-first)

5. \$1 invested in early childhood yields a \$16 return, correlating to increased high school graduation rates, college acceptance, as well as economic development and personal income. Learn more about the importance of investing in #EarlyChildhood and help us make sure #ECEwins by celebrating #WOYC25 with **@Arizona Association for the Education of Young Children**, **@Southern Arizona Association for the Education of Young Children** and **@First Things First**. [www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood](http://www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood)

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## INSTAGRAM MESSAGES

**Pro-tip:** You can post images directly to your page, which stay on your profile forever, or you can upload images to your story (you can use stories on Facebook too!) – these only last for 24 hours.

### General Messages:

1. A strong Arizona economy needs a well-educated and skilled workforce. But Arizona can't work unless child care works. Join us as we celebrate #WOYC25 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC**.
2. Quality early learning is strongly connected to higher graduation rates and less dependence on social services later in life. Increased school readiness leads to workforce readiness, and Arizona needs a strong workforce to support a strong economy. Support investing in early childhood to support Arizona families by celebrating #WOYC25 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC**.
3. Providing resources to support the health and learning of our young children is a crucial economic development strategy. After all, Arizona doesn't work if child care doesn't work. Investing in quality early care and education is the best opportunity to ensure a solid foundation is set from the start. Celebrate #WOYC25 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC** to show your support for investing in #EarlyChildhood.
4. Investing in quality early childhood programs helps infants, toddlers and preschoolers learn, grow and succeed. Access to affordable child care is important for today's workforce and for building tomorrow's workforce. Celebrate #WOY25 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC**.
5. Over the last year, 35% of Arizona parents surveyed reported leaving a job due to child care issues, and 82% reported an absence due to child care issues. 90% say that child care costs have escalated. Family-friendly policies support today's workforce, which helps businesses attract and retain talent, promote workforce diversity and increase productivity. Limited options for stable, reliable child care take a heavy toll on Arizona's working parents, employers and state revenues. Support access to quality, affordable child care to Arizona's economy and celebrate #WOYC25 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC**.

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## X (FORMERLY TWITTER) MESSAGES

**Pro-tip:** When it comes to hashtags, they highlight certain words that help posts appear in other people's feeds. We have already included #WOYC25, but if you change your mind, simply remove it and place the # in front of a word you choose. To connect a string of words, remove the spaces between them (#ChildCareCrisis).

### General Messages:

1. A strong AZ economy needs a well-educated and skilled workforce. But AZ can't work unless child care works. Raise your voice for #EarlyChildhood to support Arizona's families. #WOYC25 @AzAEYC @sazaeyc @AZFTF [www.firstthingsfirst.org/advocate-early-childhood](http://www.firstthingsfirst.org/advocate-early-childhood)
2. Child care challenges cause a staggering loss of \$1.7B annually to AZ's economy, according to the @USChamber Foundation. Employees have to miss work or eventually quit if they can't find affordable child care. Show your support this #WOYC25. @AzAEYC @sazaeyc @AZFTF. [www.firstthingsfirst.org/advocate-early-childhood](http://www.firstthingsfirst.org/advocate-early-childhood)
3. Child care is expensive. Parents can't afford to pay more. Infant care for one child costs 19.8% of a median Arizona family's income. Celebrate #WOYC25 with @AzAEYC, @sazaeyc and @AZFTF to show your support for quality, affordable and accessible child care for AZ's families. [www.firstthingsfirst.org/advocate-early-childhood](http://www.firstthingsfirst.org/advocate-early-childhood)
4. Quality early learning is strongly connected to higher graduation rates and less dependence on social services later in life. Learn about the ROI of early childhood and celebrate #WOYC25 with @AzAEYC, @sazaeyc and @AZFTF. [www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood](http://www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood)
5. Providing resources to support the health and learning of our young children is a crucial economic development strategy. After all, Arizona doesn't work if child care doesn't work. Celebrate #WOYC25 with @AzAEYC, @sazaeyc and @AZFTF. [www.firstthingsfirst.org/advocate-early-childhood](http://www.firstthingsfirst.org/advocate-early-childhood)
6. Investing in quality early childhood programs helps infants, toddlers and preschoolers learn, grow and succeed. Access to affordable child care is important for today's and tomorrow's workforce. Learn more this #WOY25 with @AzAEYC, @sazaeyc and @AZFTF. [www.firstthingsfirst.org/resources/quality-first](http://www.firstthingsfirst.org/resources/quality-first)
7. Over the last year, 35% of AZ parents surveyed reported leaving a job due to child care issues, and 82% reported an absence due to #ChildCare issues. Family-friendly policies support today's workforce and AZ families. #WOYC25 @AzAEYC @sazaeyc @AZFTF [www.firstthingsfirst.org/advocate-early-childhood](http://www.firstthingsfirst.org/advocate-early-childhood)
8. \$1 invested in #EarlyChildhood yields a \$16 return, correlating to increased high school graduation rates, college matriculation, as well as economic development and personal income.

Help share the message about the importance of investing in #EarlyChildhood and help us make sure #ECEwins by celebrating #WOYC24 with @AZAEYC, @azFirstThingsFirst and @SAZAEYC.

9. The lack of available, accessible, affordable child care greatly impacts parents' work lives, with 70% of AZ parents surveyed reporting that access to child care presented a challenge, according to @Ready\_Nation. #WOYC24 @AzAEYC @sazaeyc @AZFTF [www.firstthingsfirst.org/advocate-early-childhood](http://www.firstthingsfirst.org/advocate-early-childhood)

## LINK TO GRAPHICS

Below are thumbnail images for social media. [Click here to download.](#)

