

Side by Side

A playbook on centering and promoting equity in early education

SOCIAL MEDIA TOOLKIT



HOW TO USE THE TOOLKIT

Thank you for your interest in sharing the Side by Side Playbook with your social networks! This toolkit is separated into three sections (**Instagram or Facebook**, **Twitter**, **LinkedIn**) that correlate with the social media platforms we are encouraging you to use when posting about the playbook. We have included social media language and links to use to support your posting. Read below for step-by-step instructions on how to upload the language and include graphics to your social media accounts.

Instructions for Posting

- 1** Click on the “social media post graphic” link below to download. On a desktop, click to open the image, then right-click the image and select “save image as.” On mobile, press and hold until a prompt pops up and save the image on your camera roll.
- 2** Once the image is saved, return to the toolkit page, select and copy one of the social media captions you’d like to post.
- 3** Insert the graphic and paste the language on your social media account.
- 4** Post!

Be sure to tag **#SideBySidePlaybook** **#ECE** and **#EquityInECE** on all platforms and **@SRCTweets** on Twitter when you share the content with your networks!



WHAT IS IN THE GUIDE



Graphics



Hashtags



Copy



Graphics

- **Graphics:** Want to use beautifully designed graphics? Feel free to use the cover graphic embedded throughout the toolkit or other platform specific graphics by following this link here: https://www.dropbox.com/sh/tlqitoyh0kx0h9a/AABZpVZ_xPWLDIIWDLX0PIy_a?dl=0
- **Playbook Website:** sidebysideplaybook.com
Be sure to include this in all of your posts! The website has a direct link to the playbook itself.
- **Promo video:** Want to share a video with your audiences or own your website? Here is the promo video for the playbook: <https://youtu.be/OVx2exarpCQ>
- **More personalized posts:** This playbook elevates over twenty family and community perspectives across five chapters of issue-specific content. While the majority of posts in this toolkit highlight more general promotion of the resource itself, you may be more interested in sharing specific stories or chapter content. With this in mind, below are direct links to each storyteller's introduction video (**meet the storytellers**) and direct links to each chapter's featured stories (**chapter highlights**). Feel free to adapt the existing social media posts in this toolkit in conjunction with these links.

► **Meet the Storytellers: Visual Stories on YouTube**

Banu Valladares | **Carol Austin** | **Jade Cintrón Báez** | **Allegra Simms-Marshall** | **LaNeice Cole** | **Devonya Govan-Hunt** | **Malkia Singleton Ofori-Agyekum** | **Erike De Veyra** | **Sylvia P. Simms** | **Jacqueline Gómez Espinoza + "Iggy" Austin** | **Laura Elizabeth Hernández & Ángel Hernández** | **María Romero** | **Áira Delgado**

► **Chapter Highlights**

Chapter 1: **LaNeice Cole** | **Chapter 1: Setting Young Children on a Path to Success** | **Erike De Veyra** | **Chapter 1: Setting Young Children on a Path to Success**

Chapter 2: **Jacqueline Gómez Espinoza + "Iggy" Austin** | **Chapter 2: Where ECE Meets Race and Culture** | **Jade Cintrón Báez** | **Chapter 2: Where Early Childhood Education Meets Race and Culture**

Chapter 3: **Sylvia P. Simms** | **Chapter 3: Authentic Partnership for Meaningful Change** | **Devonya Govan-Hunt** | **Chapter 3: Authentic Partnership for Meaningful Change**

Graphics

Hashtags

Chapter 4: **María Romero** | Chapter 4: The “Workforce Behind the Workforce” | **Allegra Simms- Marshall** | Chapter 4: The “Workforce Behind the Workforce”

Chapter 5: **Banu Valladares** | Chapter 5: Telling A More Hopeful Story | **Carol Austin** | Chapter 5: Telling A More Hopeful

#SidebySidePlaybook

#ECE

#EquityinECE





Instagram or Facebook

- Want to hear community-informed solutions to the inequities families and communities of color face in the #ECE system? This playbook features the experiences of families, early childhood professionals, and community leaders as they navigate the early childhood system. Working in unity with communities and honoring the voices of those most impacted by systemic inequities, this playbook is an invitation to join the continual pursuit of equity in the #ECE system. sidebysideplaybook.com
- Did you know the #SidebySidePlaybook features narratives about the current state of the early childhood system in the US, directly from the voices of families & communities? To hear more of their stories, read sidebysideplaybook.com
- Transformation of the early childhood system is unlikely to come as a single decision or sweeping policy change. Instead, it will be the cumulative result of many choices of early childhood leaders to affirm the right of all young children to thrive and to take strategic action to challenge a system that was built for inequity. Want to be a part of this transformation? Check out sidebysideplaybook.com on how you can advance #EquityinECE
- <https://youtu.be/s-78IVfuUZ0> "Setting Young Children on a Path to Success" is not just chapter 1 of the #sidebysideplaybook, but a commitment made by all those who have dedicated themselves to the mission of creating a system that affirms all children to thrive in this world. To read about this commitment, head to sidebysideplaybook.com
- <https://youtu.be/MfWnNf9XiMk> Racial inequities are at the forefront of the systemic issues impacting the #ECE system, so the #sidebysideplaybook intentionally addresses the hurdles communities of color constantly have to overcome to access early childhood care. Hear from the sidebysideplaybook.com storytellers on their vision for a system outside of racial inequities.
- <https://youtu.be/UaLV6clTdv0> Chapter 3 of the #sidebysideplaybook, "Authentic Partnership for Meaningful Change" is the basis of this playbook. The only way we can change the systemic inequities that impact children and families is to create authentic partnerships with communities, #ECE professionals, and system leaders. To learn how you can take steps to build authentic partnerships in your community, read the sidebysideplaybook.com now!
- https://youtu.be/GoN_dYg46lk The early childhood workforce is an essential part of our society, yet many of the faces who make up the field are grossly underrepresented, underpaid, and ill-equipped— due to systemic racial, gender, and socioeconomic inequities. Chapter 4 of #SidebySideplaybook is dedicated to the "Workforce Behind the Workforce" – the providers, teachers, program directors, FFN caretakers, and many more #ECE professionals who have dedicated their careers to enriching the lives of children, even when the rewards are not sustainable. To read their stories, and learn ways to better support them check out the sidebysideplaybook.com!
- <https://youtu.be/wZIZcYqrRLI> The #SidebySideplaybook centers strengths-based data and research practices to tell the stories and experiences of families and communities. Read Chapter 5 of the sidebysideplaybook.com, "Telling a More Hopeful Story" to learn how data and storytelling can be used to create positive and affirmative narratives about children and families experiencing systemic inequities.

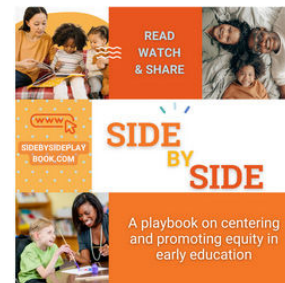


Twitter

- In honor of the dream of equity in the #ECE system that so many of us share, @SRCTweets presents #SidebySidePlaybook, an interactive playbook focused on the pursuit of equity in the early childhood care and education system. View at sidebysideplaybook.com
- Want to hear community-informed solutions directly from families and communities? Check out the sidebysideplaybook.com to learn how the #ECE system can better support families and communities of color. #EquityinECE @SRCTweets
- What does #EquityinECE mean to you? <https://youtu.be/OVx2exarpCQ> Hear what it means to families & communities of color. Visit at sidebysideplaybook.com #Sidebysideplaybook @SRCTweets
- @SRCTweets present a resource dedicated to elevating the voices and experience of families and communities of color? SAY WHAT?! Check out sidebysideplaybook.com, a playbook dedicated to community-informed solutions to advancing #EquityinECE #Sidebysideplaybook
- Did you know the #SidebySidePlaybook features narratives about the current state of the early childhood system in the US, directly from the voices of families & communities? To hear more, listen at sidebysideplaybook.com/storytellers #EquityinECE @SRCTweets
- Want to transform the #ECE system towards more equitable solutions for families & communities of color? Scroll down to click on this tool + learn more about what role you can play sidebysideplaybook.com/join #EquityinECE @SRCTweets
- <https://youtu.be/s-78IVfuUZ0> "Setting Young Children on a Path to Success" is not just chapter 1 of the sidebysideplaybook.com, but a commitment made by all those who have dedicated themselves to the mission of creating a system that affirms all children to thrive in this world. #Sidebysideplaybook
- <https://youtu.be/MfWnNf9XiMk> Racial inequities are at the forefront of the systemic issues impacting the #ECE system. Read chapter 2 of the #Sidebysideplaybook to hear from families and providers of color on their vision for building a more equitable system. sidebysideplaybook.com
- <https://youtu.be/UaLV6clTdv0> Creating authentic partnerships with communities, professionals, and system leaders is crucial to ending systemic inequities in the #ECE field. For tips on how you can build authentic partnerships in your community, read chapter 3 and more from the sidebysideplaybook.com #Sidebysideplaybook
- <https://youtu.be/pL0nzH21fp4> Chapter 4 is dedicated to the "Workforce Behind the Workforce." The #ECE professionals who have dedicated their careers to enriching the lives of children—even when the rewards have not been sustainable. Read their stories at sidebysideplaybook.com now! #Sidebysideplaybook
- <https://youtu.be/wZIZcYqrRLI> The #SidebySideplaybook centers strengths-based data and research practices to tell the stories and experiences of families and communities. How can you tell a more hopeful story? Read Chapter 5 of the sidebysideplaybook.com to learn expert tips!



Copy



LinkedIn

- ▶ As an #ECE leader, equity is the foundation from which I strive to usher in systemic change to the early childhood system in my field of work. The vision of an equitable system has always been inspired by the dream of bettering the lives of children and families experiencing the highest forms of marginalization at the hands of an inequitable system. In honor of this vision and dream that so many of us across this nation share, School Readiness Consulting present *Side by Side: Centering and Promoting Equity in Early Education*, an interactive playbook focused on the pursuit of equity in the early childhood care and education system. I'm excited to learn more. Check it out! [Sidebysideplaybook.com](https://sidebysideplaybook.com) #Sidebysideplaybook #EquityinECE #ECE
- ▶ As an #ECE systems leader, I have a commitment to advancing #EquityinECE. To support my commitment, School Readiness Consulting has partnered to create an interactive playbook that was developed in partnership with families, parents, early childhood educators and professionals, and early childhood system leaders across the nation. *Side by Side: Centering and Promoting Equity in Early Education* centers the voices of communities in pursuit of advancing equitable solutions to #ECE policies and practices. Join me in checking it out and sharing with your networks! [Sidebysideplaybook.com](https://sidebysideplaybook.com) #Sidebysideplaybook #EquityinECE #ECE
- ▶ What does it mean to take meaningful action in the face of #inequity in the #ECE system? School Readiness Consulting has come together to present a playbook in the spirit of transformation. *Side by Side: Centering and Promoting Equity in Early Education* offers concrete guidance to the field at the national, state, and local levels toward meaningful change within the current structures that govern and define the early childhood system. It extends an invitation to join together in the work of transformation—of ourselves, of the choices we make, and of the early childhood spaces we influence every day. Learn more at sidebysideplaybook.com/join. #Sidebysideplaybook
- ▶ It is time to deconstruct early childhood research and data practices to tell the truth about the #ECE system and the potential of young children. By examining power, privilege, and language in research practices, we can drive towards a more equitable #ECE policy agenda. I'm curious to learn more about this in *Side by Side: Centering and Promoting Equity in Early Education*, a playbook created by School Readiness Consulting that offers concrete guidance toward meaningful change for early childhood leaders. Learn more at sidebysideplaybook.com/read. #Sidebysideplaybook
- ▶ In an equitable #ECE system, families have a central role as thought partners and co-creators. What does this mean in practice? As a systems-leader, what strategies lend to authentic family and community partnerships that leave lasting and meaningful change? If you want to learn more, *Side by Side: Centering and Promoting Equity in Early Education*, a playbook created by School Readiness Consulting offers community-informed solutions for family engagement and so much more. You can learn more at sidebysideplaybook.com/read. Join me in checking it out! #Sidebysideplaybook



LinkedIn (cont'd)

- Pursuing recognition and equity for those who teach and care for young children is an ongoing topic of conversation and concern in the #ECE field. What strategies can be put in place to help address the ongoing concerns and inequities related to the #ECE workforce? One potential solution to **create clear, accessible pathways to leadership, policy, and advocacy spaces, particularly for women of color, who are currently practitioners in the field.** *Side by Side: Centering and Promoting Equity in Early Education*, a playbook created by School Readiness Consulting offers best practices and policy solutions for #ECE workforce issues and so much more. You can learn more at sidebysideplaybook.com/read. Join me in checking it out! #Sidebysideplaybook
- In order to create pathways for culturally responsive education in #ECE settings, we are going to have to **recruit, hire, and retain ECE teachers and leaders who reflect the diversity of children and families served.** Want to hear other potential policy solutions regarding culturally responsive education and practices directly from families and communities of color? Go to sidebysideplaybook.com/read to learn more. *Side by Side: Centering and Promoting Equity in Early Education* is a playbook created by School Readiness Consulting that centers family and community voice and perspective in pursuit of policy change. Share with your networks and spread the change! #Sidebysideplaybook

