

# Social Media Tool Kit

## Home Visitation



This February, FTF will be sharing information about home visitation and its many benefits for parents and families.

We invite you to participate with us by taking the following steps.

1. **Follow** First Things First on Facebook, Instagram, Twitter and LinkedIn.
  - a. [Facebook](#) - First Things First or @AZFirstThingsFirst
  - b. [Instagram](#) - @AZFirstThingsFirst
  - c. [Twitter](#) - @AZFTF
  - d. [LinkedIn](#) - FIRST THINGS FIRST .
2. **Reshare, Retweet, and Repost** home visitation-related social media posts from First Thing's First Facebook, Instagram, Twitter and LinkedIn accounts.
3. **Share** posts about home visitation on your own social media channels using the sample captions and graphics from the following social media toolkit. Feel free to craft your own messages to share with the images provided as well. We look forward to seeing what everyone has to share!

## Facebook/Instagram Post Sample Captions

### Sample Caption 1:

Home visitation programs support families to raise healthy children who are ready to succeed in school and in life. #AZFTF supports free home visitation programs across Arizona that provide personalized, in-home support for parents of young children and expecting families. Learn more about home visitation on [\[Tag @First Things First\]'s website](#).

<https://www.firstthingsfirst.org/program-types/home-visiting/>

### Sample Caption 2:

Free home visitation programs across Arizona are funded by [\[Tag @First Things First\]](#). Home visitors provide personalized, in-home support for parents of young children and expecting families to:

- Support children's healthy development and school readiness
- Build positive parenting knowledge and skills
- Promote overall family well-being
- Provide resources and referrals to community services

Learn more about home visitation on [\[Tag @First Things First\]'s website](#).

<https://www.firstthingsfirst.org/program-types/home-visiting/>

### Sample Caption 3:

“Healthy Families was able to provide me helpful information about what my child should be doing at a certain stage,” Teresa Garcia, mother of Nicolas, said.

Read how this home visitation program, funded by [Tag @First Things First], supported Teresa’s family and find out how you can find a home visitation program in your neighborhood.

<https://www.firstthingsfirst.org/region-stories/home-visitation-helps-yuma-mom-keep-her-premature-baby-on-track-with-his-developmental-milestones/>

## Facebook/Instagram Story Sample Captions

*Feel free to add this sample text to your Facebook/Instagram stories.*

- Excited to share about **#homevisitation** this February with First Things First, AZ’s early childhood agency!
- Did you know that First Things First offers free **#homevisitation** programs across AZ?
- Looking forward to following along with **#AZFTF** to learn more about home visitation programs for parents and families in AZ this month!

## Twitter/LinkedIn Sample Captions

### Sample Caption 1:

Free home visitation programs are funded by [Tag @First Things First] across Arizona to provide personalized, in-home support for parents of young children and expecting families. Learn more.

<https://www.firstthingsfirst.org/program-types/home-visiting/>

### Sample Caption 2:

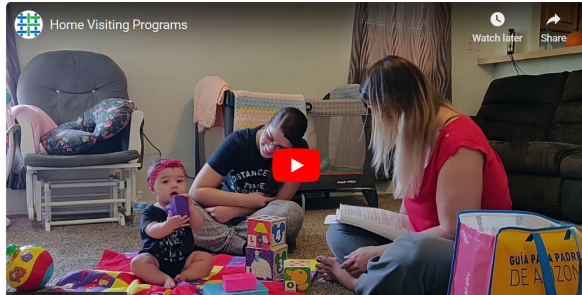
Read how this home visitation program, funded by [Tag @First Things First], helped the Garcia family in Yuma, AZ. You can find a program in your neighborhood, too! Learn more.

<https://www.firstthingsfirst.org/region-stories/home-visitation-helps-yuma-mom-keep-her-premature-baby-on-track-with-his-developmental-milestones/>

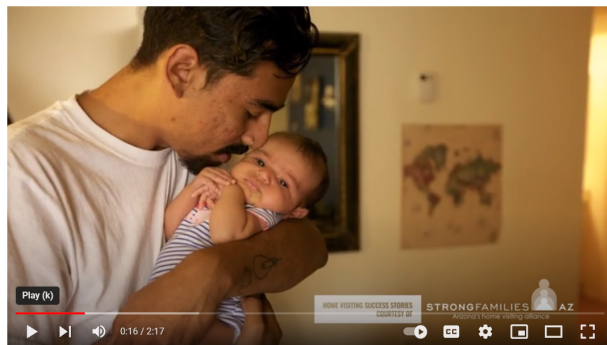
## Media to Share

## Videos (Shareable on Facebook, LinkedIn and Twitter)

Home Visiting Programs Video: [https://youtu.be/VMtgYMIS\\_o0](https://youtu.be/VMtgYMIS_o0)



Find Programs - Home Visiting Video: <https://youtu.be/OIFZxFhc3R8>



## In-Feed Posts (Shareable on Facebook, Instagram, LinkedIn and Twitter)

Understanding Home Visiting Carousel Images - [Click here to download](#)



Home Visitation Photo - [Click here to download](#)



## Story Posts (Shareable on Facebook and Instagram Stories)

Home Visitation Facebook/Instagram Stories - [Click here to download](#)

**Home Visitation**

HOW IT WORKS

The parent or primary caregiver receives regular in-home visits at no cost from a trained professional who:

1. Provides parenting information
2. Models ways to support healthy development
3. Shares connections to other community resources

# FIRST THINGS FIRST

**Home Visitation**

DATA FINDS HOME VISITATION MAKING A POSITIVE IMPACT

Participating mothers are more likely to access prenatal care and carry babies to term.

# FIRST THINGS FIRST

**Home Visitation**

DATA FINDS HOME VISITATION MAKING A POSITIVE IMPACT

Eventually, it improves children's early language and cognitive development and academic achievement in grades 1 through 3.

# FIRST THINGS FIRST

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### Questions?

Have questions about or need help with this toolkit? Contact Sandra Robinson, digital communications manager at [srobinson@FirstThingsFirst.org](mailto:srobinson@FirstThingsFirst.org).