



SOCIAL MEDIA TOOLKIT

Two Languages, Twice the Opportunities

To get the “Two Languages, Twice the Opportunities” campaign in front of as many families as possible, we ask for your help with outreach. This social media toolkit provides sample materials you can use to share the campaign with your network. It includes sample messaging, social media posts, graphics, and contact information.

Thank you for your support!

HASHTAGS & SOCIAL MEDIA HANDLES

Use the hashtags: **#DualLanguageLearnersInLA**, **#EarlyLearningPrograms**, and **#DualLanguageLearningPrograms** in your social media posts.

Other hashtags to include are:

- #DLL #Language #DLLPrograms #ELP #DualLanguageLearners #EarlyLearning #bilingualism #education

Make sure to tag the post and/or picture with the **CCALA**, **Early Edge California**, **First 5 LA**, **LACOE**, **QSLA**, and **UNITE-LA** social media handles so we can get notified and reshare your posts.

SAMPLE SOCIAL MEDIA POSTS & GRAPHIC:

TWITTER AND LINKEDIN:

Target audience: Organizations leaders/managers/child care professionals

<p>Twitter/LinkedIn Post 1</p> <p>🔒 Unlock the potential of #duallanguagelearners in your early learning</p>	<p>Download the Twitter and LinkedIn graphics for the campaign HERE</p>
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programs! ✨ With our targeted support and valuable resources, you can create impactful learning opportunities for DLLs under your care. 💡 Discover how here:

<https://qualitystartla.org/resources/resources-for-early-educators/>

Twitter/LinkedIn Post 2

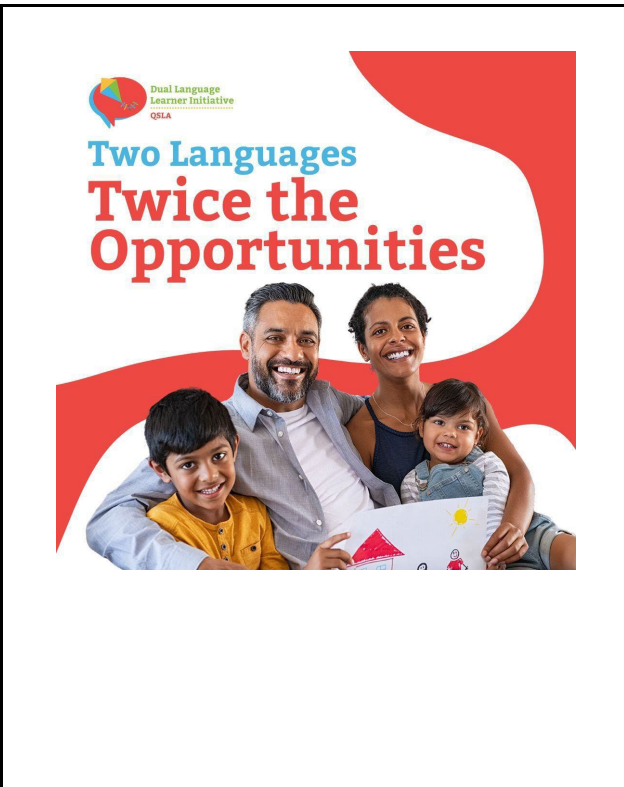
✨ Children who learn two or more languages have greater opportunities for academic 🎓, social 🤝, financial 💰 and career success 📁. Check out these resources to create impactful learning opportunities for your little bilingual learners!

🌐 👤 📱 🗣️ <https://qualitystartla.org/resources/resources-for-early-educators/>

Twitter/LinkedIn Post 3

✨ When we support children in learning more than one language, we give them a superpower! ✨ Empower dual language learners (DLLs) in your early learning programs by checking out these amazing resources to support their DLL development!

<https://qualitystartla.org/resources/resources-for-early-educators/>



Twitter Handles:

- [@ccalliancela](#)
- [@EarlyEdgeCA](#)
- [@First5LA](#)
- [@lacoheadstart](#)
- [@QualityStartLA](#)
- [@letsunitela](#)

LinkedIn Handles:

- [@child-care-alliance-of-los-angeles](#)
- [@early-edge-california](#)
- [@first-5-la](#)
- [@unite-la](#)

FACEBOOK AND INSTAGRAM: Target audience: Parents

Facebook/Instagram Post 1

When we support our children in learning more than one language, we give them a superpower! ✨ Being #multilingual can lead to:

Download the Facebook and Instagram graphics for the campaign [HERE](#)

✓ Improved academic and social emotional abilities 🧠

✓ More career opportunities 📁

✓ Better financial outcomes in your child's life 💰

Plus, they will grow up with greater awareness of their culture, create more meaningful connections with friends and family, and enter kindergarten ready to succeed.

Families! Download this brochure from QSLA, CCALA, First 5 LA, LACOE, Early Edge California and UNITE-LA [TAG SOCIAL MEDIA HANDLES] for great ideas on how to help your dual language learner: [DL Collateral 1_rev3.31B \(qualitystartla.org\)](#)

Get more family resources for your #DLL from QSLA here:
<https://qualitystartla.org/resources/resources-for-families/>

Facebook/Instagram Post 2

Families, helping your little one learn his or her home language supports greater awareness of their culture, creates more meaningful connections with friends and family, and helps your child enter kindergarten ready to succeed! 🧑🏻👦 Learn more: [DL Collateral 1_rev3.31B \(qualitystartla.org\)](#)

And, check out QSLA's [TAG SOCIAL MEDIA HANDLE] family resources for #DualLanguageLearnersInLA:



Two Languages Twice the Opportunities



Facebook Handles:

- [@childcareallianceca](#)
- [@EarlyEdgeCA](#)
- [@first5la](#)
- [@LACOEHeadStart](#)
- [@QualityStartLosAngeles](#)
- [@unitela1](#)

Instagram Handles:

- [@earlyvedgeca](#)
- [@first5la](#)
- [@lacoheadstart](#)
- [@letsunitela](#)

<https://qualitystartla.org/resources/resources-for-families/>

Note: The following posts (3-8) are variations of the parent ideas that you can use to promote the brochure.

Facebook/Instagram Post 3

Families, here is one idea to help your child learn his or her home language: Read books to your child in your home language or that feature your culture. 📖 Get more tips here: [DL Collateral 1\(qualitystartla.org\)](https://qualitystartla.org)

#DualLanguageLearnersInLA

Facebook/Instagram Post 4

Families, here is one idea to help your child learn his or her home language: Play your favorite cultural games while speaking your home language. 🎲 Praise their efforts to speak it as well! 🏠💬 Get more tips here: [DL Collateral 1\(qualitystartla.org\)](https://qualitystartla.org)

#DualLanguageLearnersInLA

Facebook/Instagram Post 5

Families, here is one idea to help your child learn his or her home language: Watch age-appropriate videos and movies with your child in your home language. Be mindful of screen time limits. 📺 Get more tips here: [DL Collateral 1 \(qualitystartla.org\)](https://qualitystartla.org)

#DualLanguageLearnersInLA

Facebook/Instagram Post 6

Download the Facebook and Instagram graphics for the campaign [HERE](#)



Families, here is one idea to help your child learn his or her home language: Ask your child's teachers and caregivers to support your home language. 🇺🇸🇸🇵 Get more tips here:

[DL Collateral 1 \(qualitystartla.org\)](http://qualitystartla.org)

#DualLanguageLearnersInLA

Facebook/Instagram Post 7

Families, here is one idea to help your child learn his or her home language: Take your child to cultural festivals or events to learn about your child's heritage. 🎭 Get more tips here:

[DL Collateral 1 \(qualitystartla.org\)](http://qualitystartla.org)

#DualLanguageLearnersInLA

Facebook/Instagram Post 8

Families, here is one idea to help your child learn his or her home language: Teach your child songs in your home language. 🎵 Make it fun! Get more tips here: [DL Collateral](http://qualitystartla.org)

[1 \(qualitystartla.org\)](http://qualitystartla.org)

#DualLanguageLearnersInLA

SAMPLE EMAIL

Dear [Name],

I hope all is well.

I wanted to introduce you to the “Two Languages, Twice the Opportunities” campaign, which aims to promote the benefits of bilingualism for children and families. The campaign provides resources that provide support and encouragement for families who already speak more than one language at home and those who are considering raising dual language learners.

To help get the word out about this amazing campaign, we are asking for your help with outreach. Attached is a social media toolkit that includes sample messaging, social media posts, graphics, and contact information. We would be grateful if you could share this information with your network, including community partners, early learning programs, family support agencies, libraries, neighborhood councils, etc.

Please let me know if you have any questions or need any further information. Thank you for your support in uplifting this important campaign.

In partnership,

[Your Name]

NEWSLETTER BLURB

New “Two Languages, Twice the Opportunities!” Brochure Supports DLL Families

Being multilingual is a superpower! It’s been proven that children who learn two or more languages early in life have greater opportunities for academic, social, financial, and career success. Plus, children will grow up with greater awareness of their culture, create more meaningful connections with friends and family, and enter kindergarten ready to succeed.

The Quality Start Los Angeles (QSLA) Dual Language Learner Initiative has created a new brochure in [Spanish](#) and [Chinese](#) for families that shares reasons why supporting multilingualism in the home is beneficial for children, both now and in the future, as well as tips on how families can create a multilingual environment.

Here are some ways you can support families with the brochure:

- Print it out and add it to packets or other materials you share with families.
- Start a conversation with families about multilingualism by talking through the brochure’s tips section at conferences or during other conversations.
- Connect it to cultural events happening in your childcare space or community.

We also encourage you to direct families to the QSLA website to find more resources for supporting their children’s learning in the early years. Visit: QualityStartLA.org/resources/resources-for-families

This project is supported by First 5 LA, the Los Angeles County Office of Education, the Child Care Alliance of LA, Early Edge California, and UNITE-LA.

ABOUT US *(Organizations are listed in alphabetical order.)*

Child Care Alliance of Los Angeles (CCALA)

The [Child Care Alliance of Los Angeles](#) (CCALA) is a partnership of ten Resource and Referral and Alternative Payment agencies in Los Angeles County. Together, our agencies deliver services to thousands of families and child care providers. Services include offering training and one-on-one coaching for child care providers to improve the work they do with children; assisting parents in finding and identifying quality child care; and providing information to parents and child care providers on topics such as health, oral health, and nutrition. Through our member agencies, CCALA has the ability to reach providers, families and children at a grass-roots level in multiple languages and a strong understanding of their areas' unique communities. CCALA is also a member of the Quality Start Los Angeles Consortium.

Early Edge California

[Early Edge California](#) is a nonprofit advocacy organization dedicated to improving access to high-quality Early Learning experiences for all California children so they can have a strong foundation for future success.

First 5 LA

As the state's largest funder of early childhood and an independent public agency, First 5 LA works to strengthen systems, parents and communities to support the safe and healthy development of young children guided by our North Star that every child in Los Angeles County will reach their full developmental potential throughout the critical years of prenatal to age 5. Learn more at www.first5la.org. For latest news and information, follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

Los Angeles County Office of Education (LACOE)

[LACOE](#) is the premier provider of integrated, educational programs from birth to adulthood in a richly diverse and multicultural global environment. LACOE serves, supports, and leads in Early Childhood Education as a technical assistance and policy development provider through our various programs. They are a partner in the Quality Start Los Angeles Consortium. Their programs and services include: California Preschool Instructional Network, Head Start and Early Learning, Homeless and Foster Youth, Migrant Education, and the LA County Transitions Framework.

Quality Start Los Angeles (QSLA)

[Quality Start Los Angeles](#) (QSLA) is Los Angeles' county-wide Quality Improvement System (QIS) designed to empower early learning providers to build upon and improve the quality of care they provide to children ages birth to five and support families with information and resources to make the best early learning decisions for their child.

UNITE-LA

Over the past 25 years, UNITE-LA has been a trusted business intermediary, dedicated to supporting the development of an effective local public education system, so that all children and youth succeed in college, career, and beyond. Through the intersection of programming, policy, and systems change efforts, UNITE-LA works to increase access to high-quality early childhood education, develop career pathways in high-growth industries, improve college access and success, and ensure workforce readiness, especially for individuals with high barriers into the workforce. Visit www.unitela.com.

CONTACT US

For more information about this campaign, please contact: Quality Start Los Angeles at Comms@QualityStartla.org.