

The Build-A-Plan Tool:

Strategic Social Media Messaging (recommended)

Thank you for helping to promote the **Build-A-Plan Tool**! Below you will find our recommended social media messages/posts for Twitter, Instagram and Facebook.

* The Build-A-Plan Tool
* Maryland’s Child Care COVID-19 Plan
* Use the Build-A-Plan Tool to develop Maryland’s Child Care COVID-19 Plan

**TWITTER SAMPLE STRATEGIC MESSAGING**

* DYK: the @MdPublicSchools @MD\_Early\_Ed Build-A-Plan Tool can help child care providers follow the state’s health and safety requirements to limit the spread of COVID-19? Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* Stay Open Safely with Confidence! Use the @MdPublicSchools @MD\_Early\_Ed Build-A-Plan Tool to customize Maryland’s Child Care COVID-19 Plan based on your program’s individual needs. Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* Got 15 Minutes? Use the @MdPublicSchools @MD\_Early\_Ed Build-A-Plan Tool to develop Maryland’s Child Care COVID-19 Plan! Save time and effort by building a plan today. Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* DYK: Child Care Providers who use the @MdPublicSchools @MD\_Early\_Ed Build-A-Plan Tool to develop Maryland’s Child Care COVID-19 Plan are eligible for one Professional Activity Unit (PAU) credit? Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD

**INSTAGRAM SAMPLE STRATEGIC MESSAGING**

* DYK: the @MdPublicSchools @Md\_earlychildhood Build-A-Plan Tool can help child care providers follow the state’s health and safety requirements to limit the spread of COVID-19? Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* Stay Open Safely with Confidence! Use the @MdPublicSchools @Md\_earlychildhood Build-A-Plan Tool to customize Maryland’s Child Care COVID-19 Plan based on your program’s individual needs. Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* Got 15 Minutes? Use the @MdPublicSchools @Md\_earlychildhood Build-A-Plan Tool to develop Maryland’s Child Care COVID-19 Plan! Save time and effort by building a plan today. Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* DYK: Child Care Providers who use the @MdPublicSchools @Md\_earlychildhood Build-A-Plan Tool to develop Maryland’s Child Care COVID-19 Plan are eligible for one Professional Activity Unit (PAU) credit? Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD

**FACEBOOK SAMPLE STRATEGIC MESSAGING**

* DYK: the @MdPublicSchools @MdEarlyChildhood Build-A-Plan Tool can help child care providers follow the state’s health and safety requirements to limit the spread of COVID-19? Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* Stay Open Safely with Confidence! Use the @MdPublicSchools @MdEarlyChildhood Build-A-Plan Tool to customize Maryland’s Child Care COVID-19 Plan based on your program’s individual needs. Build A Full (in approximately 45 minutes and required for the 2021 Child Care Relief Fund Grant Application) or Partial Plan (15 minutes). Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* Got 15 Minutes? Use the @MdPublicSchools @MdEarlyChildhood Build-A-Plan Tool to develop Maryland’s Child Care COVID-19 Plan! Save time and effort by building a plan today. Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD
* DYK: Child Care Providers who use @MdPublicSchools @MdEarlyChildhood Build-A-Plan Tool to develop Maryland’s Child Care COVID-19 Plan are eligible for one Professional Activity Unit (PAU) credit? Learn more: [msdechildcarecovid.org](https://earlychildhood.marylandpublicschools.org/node/1217) #StayOpenSafelyMD