



FAMILY ADVOCACY DAY 2025

FAMILY SOCIAL MEDIA TOOLKIT JUNE 11 – JUNE 13, 2025

BACKGROUND

During Family Advocacy Day, we encourage all participants to engage on social media and share their stories. This year's theme, "Team CHA" captures the essence of our shared journey towards improving pediatric care, as well as 20 years of Family Advocacy Day. Coming together as Team CHA on Capitol Hill and online amplifies our voices and strengthens our mission to protect and advance children's health.

FOLLOW US ON SOCIAL

X/Twitter: [@hospitals4kids](https://twitter.com/hospitals4kids)

Facebook: [@childrenshospitals](https://facebook.com/childrenshospitals)

Instagram: [@speaknowforkids](https://instagram.com/speaknowforkids)

Preferred Hashtags:

- [#TeamCHA](https://twitter.com/TeamCHA)
- [#FAD2025](https://twitter.com/FAD2025)

INSTAGRAM STICKERS

To add a fun flare to your Family Advocacy Day social media presence, we encourage you to incorporate our special stickers into your Instagram content. You can access the stickers when you post an Instagram story. Just add to your story, choose the photo, and tap the sticker option in the top right corner of the editing options. Then, use the following keywords in the Gif search box: *Family Advocacy Day*, *FAD2025*, and *Children's Hospital Association*.

PROPOSED CONTENT

Below, you will find sample social copy for Family Advocacy Day. Please choose the content that best fits with your family's story. We encourage you to follow us, post photos and videos, tag us, use the hashtags, and engage with our social accounts leading up to and throughout Family Advocacy Day!



PRE-EVENT

Please copy and paste the suggested copy below and pair with this suggested [graphic](#).

X/Twitter

- We're heading to DC with [@hospitals4kids](#) & [#TeamCHA](#) to share [\[insert patient name\]'s](#) story and stand up for pediatric care, a stronger health care workforce, and better access for all kids. [#FAD2025](#) here we come!
- Our family is proud to join [@hospitals4kids](#) & other advocates in DC for [#FAD2025](#)! We're ready to share [\[insert patient name\]'s](#) story and push for policies that support kids' health care and the teams that take care of them. [#TeamCHA](#)
- So honored to join [#TeamCHA](#) in Washington with [@hospitals4kids](#)! We'll be lifting up [\[insert patients name\]'s](#) story and showing Congress why families across the country need continued support and care for our kids. [#FAD2025](#)
- My family is proud to be heading to DC for [#FAD2025](#) to tell Congress why [#MedicaidMatters](#) for our family, and families across the country. We're not just a data point on a white paper. We're going to share our story and how their decisions impact real families' lives. [#TeamCHA](#)

Facebook

- We're packing our bags for Washington, D.C.! Our family is honored to join [@childrenshospitals](#) and other incredible [#TeamCHA](#) families at [#FAD2025](#). We'll be sharing [\[insert patient name\]'s](#) story with lawmakers and speaking up for policies that support pediatric care. These stories matter, and we're proud to raise our voices for change.
- It's almost time for our family to visit Capitol Hill with [#TeamCHA](#) and meet with lawmakers to share [\[insert patients name\]](#), and push for meaningful change. From access to specialized care to a strong pediatric workforce, we're showing up for [\[insert patient name\]](#) and kids like him/her—and we can't wait! Thanks to [@childrenshospitals](#) for making [#FAD2025](#) possible.
- As we get ready for [#FAD2025](#), we're reflecting on how far [\[insert patient name\]](#) has come and the care that helped get us here. We're proud to join [@childrenshospitals](#) and speak up for kids like ours who deserve every opportunity to thrive.
- My family is proud to be heading to Washington, D.C. to meet with federal lawmakers during [#FAD2025](#) to tell Congress why [#MedicaidMatters](#) for our family, and families across the country. We're not just a data point on a white paper. We're going to share our story and how their decisions impact real families' lives. Let's go [#TeamCHA](#)!

Instagram

- We are getting ready to head to D.C. with [@speaknowforkids](#) for [#FAD2025](#)! We're beyond excited to join [#TeamCHA](#), share [\[insert patient name\]'s](#) story with federal lawmakers, and advocate for high-quality pediatric care, continued education for life-saving providers, and strong support for families like ours!

- Countdown to Capitol Hill! We'll be sharing [insert patient name]'s journey and meeting lawmakers with @speaknowforkids and other #TeamCHA families. Pediatric care matters—and we're proud to raise our voices at #FAD2025! #TeamCHA
- Our bags are packed and we are ready to roll! So excited to join #TeamCHA in D.C. to tell [insert child's name]'s story, connect with other families, and advocate for pediatric care. See you soon @speaknowforkids! #FAD2025
- My family is proud to be heading to Washington, D.C. to meet with federal lawmakers during @speaknowforkids #FAD2025 to tell Congress why #MedicaidMatters for our family, and families across the country. We're not just a data point on a white paper. We're going to share our story and how their decisions impact real families' lives. Let's go #TeamCHA!

DURING THE EVENT

Please feel free to use the suggested copy below. We encourage you to post and tag us in your pictures and videos from FAD events and engage with our social media accounts. And don't forget to wear your FAD shirts!

Capitol Hill

X/Twitter

- Today on Capitol Hill, we shared [insert patient name]'s story with [tag lawmaker] & shared our journey with [insert condition]. Alongside @hospitals4kids and #TeamCHA, we're pushing for stronger pediatric care and policies that help kids thrive. #FAD2025
- Coming to you live from Capitol Hill! We are here with @hospitals4kids and #TeamCHA for #FAD2025. Today we are speaking out for better access to care and policies that give [insert patient name] a better future.
- We're here at #FAD2025 with @hospitals4kids talking to lawmakers about what really matters—getting kids the care they need, when they need it. #TeamCHA

Facebook

- Today, we joined @childrenshospitals and fellow #TeamCHA families to speak with lawmakers about the challenges and victories in [insert patient name]'s journey. We emphasized the importance of timely access to care, the need to grow the pediatric workforce, and how much families like ours rely on continued investment in children's health. We're here to be voices for change—and we know these conversations can make a difference!
- This morning, we sat down with [tag lawmaker] and shared why we believe every child deserves access to specialized, high-quality care—just like [insert patient name] received. Together with @childrenshospitals and #TeamCHA, we're raising our voices and calling for investment in pediatric care and the professionals who provide it. #FAD2025
- We had an incredible day at #FAD2025! From hallway conversations to official meetings, every moment with lawmakers was a chance to talk about the issues that matter: workforce, access, mental health, research and innovation, and the future of kids' health care. #TeamCHA

- Today during #FAD2025, we sat down with [tag member of congress] to share [insert child's name]'s medical journey and the important role of #Medicaid in access to care. [child's name] has complex medical needs that requires numerous specialists, therapies, appointments, and specialized care at [children's hospital's name]. Without Medicaid, we wouldn't have access to the care [child's name] needs to grow up and develop. We're honored to give a voice to so many other families who rely on Medicaid. #TeamCHA

Instagram

- We are at Capitol Hill today with @speaknowforkids and #TeamCHA! We shared with [insert lawmakers] about [insert patient name]'s experience and why pediatric care matters. Every family deserves access to specialists, mental health support, and compassionate care. #FAD2025
- Day 1 of #FAD2025 was powerful! We met with [tag lawmaker], shared [insert patient name]'s story, and made sure kids' health care stays a top priority. Can't wait to continue advocating with #TeamCHA and @speaknowforkids.
- There's nothing like hearing your child's story echo through the halls of Congress. Today was all about advocating, connecting, and making sure families are heard. We're so proud to be at #FAD2025 with @speaknowforkids and #TeamCHA!

Instagram Story Idea

- Photo/Video: Child walking into the Capitol, photo with lawmaker/staffer, family photo outside capitol
- Example Text: On Capitol Hill today speaking up for [insert patient name]! @speaknowforkids and #TeamCHA are changemakers! #FAD2025


Policy Specific Posts

X/Twitter

- At #FAD2025, we're calling on Congress to recognize that mental health is health by expanding access to pediatric mental health services and supporting the EARLY Minds Act. Families like ours are counting on it! @hospitals4kids #TeamCHA
- Every child deserves care—no matter their zip code. At #FAD2025, we're asking lawmakers to support the Accelerating Kids Access to Care Act. Let's get it done! @hospitals4kids #TeamCHA
- [Insert patient name] and other #TeamCHA kids deserve the best care possible, which is why Congress needs to continue to prioritize pediatric care. @hospitals4kids #FAD2025

Facebook

- This week, we're on Capitol Hill asking Congress to support the EARLY Minds Act. Kids deserve access to mental health services that meet them where they are—with prevention, early intervention, and compassionate support. Thanks @childrenshospitals and #TeamCHA for helping us make change. #FAD2025

- 
- The Accelerating Kids Access to Care Act is a commonsense solution that helps families like ours get care—wherever [insert patient name] needs it. Our children shouldn't have to wait weeks for the treatment they need. @childrenshospitals #TeamCHA #FAD2025
 - [Insert patient name]'s story is just one of many that shows why we need strong investments in pediatric care. From a trained workforce to continued Medicaid funding, families across the country are counting on Congress to act. #TeamCHA and @childrenshospitals are here to make sure kids health care remains a priority! #FAD2025

Instagram

- We are in Washington, D.C. calling on Congress to support the EARLY Minds Act and push for continued mental health support for kids. Prevention matters—and families like ours know easy access to care can change everything. @speaknowforkids #TeamCHA #FAD2025
- Too many families face delays when seeking out-of-state care. That's why we urge lawmakers to support the Accelerating Kids Access to Care Act—so kids can get life-changing treatment whenever and wherever they need it. @speaknowforkids #FAD2025 #TeamCHA
- Our voices matter—and so do the kids we're fighting for. Today we stood up for better access, stronger care, and real investments in pediatric health. Proud to be part of #FAD2025 with @speaknowforkids and #TeamCHA.
- During #FAD2025, we sat down with [tag member of congress] to share [insert child's name]'s medical journey and the important role of #Medicaid in access to care. [child's name] has medical complexities that requires numerous specialists, therapies, appointments, and specialized care at [children's hospital's name]. Without Medicaid, we wouldn't have access to the care [child's name] needs to grow up and develop. We're honored to give a voice to so many other families who rely on Medicaid. #TeamCHA


Celebration Night

X/Twitter

- After a powerful day on Capitol Hill, we celebrated with the #TeamCHA crew! What a way to wrap up #FAD2025! @hospitals4kids
- So much joy at tonight's #FAD2025 celebration! After powerful meetings and heartfelt stories, seeing [insert patient name] dance and laugh reminds me this is what it's all about. ❤️ @hospitals4kids #TeamCHA
- From Capitol Hill to the dance floor! We capped off our day with celebration, music, and smiles. #TeamCHA knows how to have fun! @hospitals4kids #FAD2025

Facebook

- What a night! After a long and inspiring day of meetings, our family had the chance to unwind and celebrate with #TeamCHA. Games, music, sweet treats—and plenty of dancing! Seeing [insert patient name] smiling and having fun reminded us exactly why we're here. Thank you @childrenshospitals for creating these moments. #FAD2025

- 
- We ended the day with the best dance moves you've ever seen! Family Advocacy Day isn't just about meetings—it's about celebrating [#TeamCHA](#) kids and the people fighting for them. [@childrenshospitals](#) knows how to have fun! [#FAD2025](#)
 - Tonight we danced, played, and recharged after a day of advocating for pediatric care. These families are powerful—and they're also a whole lot of fun. Thanks to [@childrenshospitals](#) and [#TeamCHA](#) for lifting us all up at [#FAD2025](#).

Instagram

- Nothing beats ending the day with dessert and a dance party! After advocating on the Hill, [#TeamCHA](#) came together to celebrate everything we've accomplished. [\[Insert child's name\]](#) had a blast! [@speaknowforkids](#) [#FAD2025](#)
- After a full day on the Capitol Hill, tonight was about having FUN. Seeing these [#TeamCHA](#) families and [\[insert patient name\]](#) smile is the best. [@speaknowforkids](#) [#FAD2025](#)
- From advocacy to afterparty! Tonight's celebration reminded us why this work matters. [\[insert patient name\]](#) and other [#TeamCHA](#) kids deserve to enjoy all the fun moments. [@speaknowforkids](#) [#FAD2025](#)
- During [#FAD2025](#), we sat down with [\[tag member of congress\]](#) to share [\[insert child's name\]'s](#) medical journey and the important role of [#Medicaid](#) in access to care. [\[child's name\]](#) has medical complexities that requires numerous specialists, therapies, appointments, and specialized care at [\[children's hospital's name\]](#). Without Medicaid, we wouldn't have access to the care [\[child's name\]](#) needs to grow up and develop. We're honored to give a voice to so many other families who rely on Medicaid. [#TeamCHA](#)

Instagram Story Idea

- Photo/Video Idea: Your child dancing, family photo, child eating dessert, etc.
- Suggested Text: Work hard, play hard! [#TeamCHA](#) knows how to have fun with [@speaknowforkids](#) at [#FAD2025](#)