



# FAMILY ADVOCACY DAY 2025

20<sup>TH</sup> ANNIVERSARY

## HOSPITAL SOCIAL MEDIA TOOLKIT JUNE 11 – 13, 2025

### BACKGROUND

During Family Advocacy Day, we encourage all participants and their respective hospitals to engage on social media. This year's theme, "Team CHA" captures the essence of 20 years of Family Advocacy Day, and our shared journey towards improving pediatric care. Coming together as Team CHA on Capitol Hill and online amplifies our voices, strengthens our mission, and underscores our commitment to supporting pediatric patients and their families.

### FOLLOW US ON SOCIAL

Twitter/X: [@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)

### PROPOSED CONTENT

This content is meant to highlight our public policy priorities during FAD 2025. Below, we have provided sample social copy options for your hospital. We encourage you to post photos and videos and engage with our social accounts leading up to and throughout Family Advocacy Day! For Instagram, we encourage you all to tag CHA and post as a collaborative post to increase the reach and engagement during FAD.

### PRE-EVENT

Please copy/paste the suggested copy below and pair with this customizable [graphic](#) template on Canva. Use the "use template for new design" and add your hospital logo.

#### X/Twitter

- Next week, [\[X hospital\]](#) is heading to D.C. to participate in [#FAD2025](https://twitter.com/FAD2025) with [@hospitals4kids](https://twitter.com/hospitals4kids). While there, we will join [#TeamCHA](https://twitter.com/TeamCHA) families on Capitol Hill to tell lawmakers why [#MedicaidMatters](https://twitter.com/MedicaidMatters) and why investing in children's health care is important to keeping kids healthy.



## Facebook

- [X hospital] is joining @childrenshospitals' #TeamCHA June 11-13 in Washington, D.C. for #FAD2025. This year marks the 20th anniversary of children's hospitals coming together and bringing our patients' stories right to lawmakers' desks. We look forward to joining families from across America and underscoring why #Medicaid MUST be protected, and why children's health care must always be a priority.

**Instagram:** Post your own photo to Instagram. Please tag @speaknowforkids, use our hashtags and the suggested caption below:

- Next week, [X hospital] is joining @speaknowforkids and #TeamCHA families to champion pediatric health care during #FAD2025. Family Advocacy Day is a jam-packed 3 days of advocacy, celebration, and community. Stay tuned for more updates from D.C.!

## DURING THE EVENT

Please use the suggested copy below. We encourage you to post pictures from FAD events and engage with our social media accounts.

### Wednesday, June 12

## Twitter/X

- We are here in D.C. this week with #TeamCHA for @hospitals4kids #FAD2025. Tomorrow, we will head to Capitol Hill to tell lawmakers about life-saving innovations from children's hospitals — and the vital role #Medicaid plays in helping families access care.
- .@hospitals4kids is hosting their 20th #FAD2025 for #TeamCHA families this week. We are proud to join them in D.C. this week and rally together to protect #Medicaid and kids' access to care.


## Facebook

- We are here in D.C. this week with #TeamCHA for @childrenshospitals #FAD2025. Tomorrow, we will head to Capitol Hill to tell lawmakers about life-saving innovations from children's hospitals—and the vital role #Medicaid plays in helping families access care. Lawmakers from [state name] will hear stories of resilience and strength from our patients' families, and why continued support for pediatric care is critical to their futures.
- @childrenshospitals is hosting their 20th #FAD2025 for #TeamCHA families this week. We are proud to join them in D.C. this week and rally together to protect #Medicaid and kids' access to care. From life-saving procedures to innovative therapies, children's hospitals are advancing pediatric health care faster than ever—but patients must be able to access it.

## Instagram

### Feed Post Suggestion

- We are here in D.C. this week with #TeamCHA for @speaknowforkids #FAD2025. Tomorrow, we will head to Capitol Hill to talk about life-saving innovations from children's hospitals — and the vital role #Medicaid plays in helping families access care. Lawmakers from [state name] will hear stories of resilience and strength from our patients' families, and why continued support for Medicaid and the children's hospitals who provide life-changing care is critical to keeping kids healthy.

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- [@speaknowforkids](#) is hosting their 20th [#FAD2025](#) for [#TeamCHA](#) families this week. We are proud to join them in D.C. this week and rally together to [#ProtectMedicaid](#) and children's access to care. From life-saving procedures to innovative therapies, children's hospitals are advancing pediatric health care faster than ever — but our patients must be able to access it.

### Story Post Suggestion

- Just landed in D.C. for [@speaknowforkids](#) [#FAD2025](#)! [#TeamCHA](#), here we come!

## Thursday, June 13

### Twitter/X

- [\[X hospital\]](#) is proud to advocate for our patients — both in and out of the hospital. Today, we're joining [@hospitals4kids](#) [#FAD2025](#) on Capitol Hill with [#TeamCHA](#) urging lawmakers to protect access to pediatric care. It's simple — kids deserve policies that put their health first.
- Today on Capitol Hill, we stood alongside [#TeamCHA](#) families from across the country as part of [#FAD2025](#). Representing [\[Insert state\]](#), our advocates shared their stories and why protecting access to [#Medicaid](#) & pediatric care matters to them & their loved ones.
- [#Medicaid](#) is essential for our patients, and many others. Today, we are on Capitol Hill with [@hospitals4kids](#) and [#TeamCHA](#) for [#FAD2025](#) urging lawmakers to protect this lifeline for children across the country.
- Protecting & investing in policies like [#CHGME](#) that supports the pediatric health care workforce is essential to helping children develop into healthy adults. Today, alongside [#TeamCHA](#), we talked with lawmakers about boosting the peds workforce & why it's a priority. [#FAD2025](#)
- As the ongoing children's mental health crisis grows, we urge Congress to prioritize legislation that broadens access to behavioral and mental health services and grows the pediatric mental and behavioral health workforce. [#TeamCHA](#) [#FAD2025](#)

### Facebook

- [\[X hospital\]](#) is proud to advocate for our patients — both in and out of the hospital. Today, we're joining [@childrenshospitals](#) [#FAD2025](#) on Capitol Hill with [#TeamCHA](#) urging lawmakers to protect access to pediatric care. It's simple — kids deserve policies that put their health first. Now more than ever, pediatric health care is on the line, and we must join together to protect it.
- Today on Capitol Hill, we stood alongside [#TeamCHA](#) families from across the country as part of [#FAD2025](#). Representing [\[Insert state\]](#), our advocates shared their stories and why protecting access to [#Medicaid](#) and pediatric care matters to them and their loved ones.
- [#Medicaid](#) is essential for our patients, and many others. Today, we are on Capitol Hill with [@childrenshospitals](#) [#TeamCHA](#) for [#FAD2025](#) stressing to lawmakers the importance of protecting this lifeline for pediatric patients across the country.
- Protecting and investing in policies like [#CHGME](#) that support the pediatric health care workforce is essential to helping children develop into healthy adults. Today, alongside [#TeamCHA](#), we talked with lawmakers about these policies to ensure children and families have timely access to care when and when they need it, and why its need to be a priority. [#FAD2025](#)
- As the children's mental health crisis continues, we urge Congress to prioritize legislation that broadens access to behavioral and mental health services and grows the pediatric mental and behavioral health workforce. [#TeamCHA](#) [#FAD2025](#)



## Instagram

### Feed Post Suggestion

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- Today on Capitol Hill, we stood alongside [#TeamCHA](#) families from across the country as part of [#FAD2025](#). Representing [\[Insert state\]](#), our advocates shared their stories and why protecting access to pediatric care matters to them & their loved ones.
- [#Medicaid](#) is essential for our patients, and many others. Today, we are on Capitol Hill with [@speaknowforkids](#) [#TeamCHA](#) for [#FAD2025](#) stressing to lawmakers the importance of protecting the backbone of pediatric health care for children across the country.
- Specially trained pediatric health care professionals make the highest quality pediatric care possible. Today, alongside [#TeamCHA](#), we talked with lawmakers about prioritizing policies, like [#CHGME](#) to grow and train a robust pediatric health care workforce. [#FAD2025](#)
- As the ongoing children's mental health crisis grows, we urge Congress to prioritize legislation that broadens access to behavioral and mental health services and grows the pediatric mental and behavioral health workforce so children can access the care and support they need. [#TeamCHA](#) [#FAD2025](#)

### Story Post Suggestion

- [#TeamCHA](#) is on the ground at [#FAD2025](#) with [@speaknowforkids](#) sharing why [#MedicaidMatters](#)

## Friday, June 14

### Twitter/X

- That's a wrap! Thank you [@hospitals4kids](#) for bringing [#TeamCHA](#) together for [#FAD2025](#). From heartfelt stories to impactful advocacy and a great celebration, this week reminded us why it's important to advocate to protect children's health — on Capitol Hill and back home!

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