



Help Me Grow
WASHINGTON

2024

Social Media Toolkit



Help Spread the Word

Greetings!

As interest and awareness grow across the state, we appreciate your interest in sharing about [Help Me Grow Washington](#). Social media can be a key driver for interested audiences to begin understanding and getting involved in Help Me Grow. From families looking for resources to health care professionals seeking assistance for their patients, these social media posts provide a starting point for spreading the word.

The following tools can help guide you in your own social media promotion of Help Me Grow Washington and the different supports it can provide in your own community. When possible, please consider personalizing this social media toolkit to reflect and share your own stories, photos and experiences.



**Across the state
of Washington
families are
getting
connected to the
support they
need to stay
healthy**

Suggested Messages

Use these social media messages with any of our premade graphics, or pair them with one of your own.



Facebook and Instagram Messages for Parents and Caregivers

Help Me Grow Washington is here for moms, dads, grandparents, foster parents, caregivers, or anyone else looking for resources to support their families. Call our Help Me Grow WA hotline at 1-800-322-2588 to get connected to resources to help children grow up healthy in your community.

Help Me Grow is a free service that can connect you to resources, such as child development screenings, food assistance resources, free or low-cost health insurance, or pregnancy and parenting resources. Supporting the health and development of the children you love Visit www.HelpMeGrowWA.org to learn more

Whether online or over the phone, Help Me Grow Washington can connect you to the resources you need, when you need them. Find essential food, health and child development resources in your community to support your family. Helping the children you love grow up healthy Call us today at 1-800-322-2588 or visit www.HelpMeGrowWA.org.

What is Help Me Grow Washington? It's a free service that connects parents and caregivers, like you, to resources in your community. Our Family Resource Navigators will help guide you and connect you to resources. Visit our website to learn how Help Me Grow works: www.HelpMeGrowWA.org Helping the children you love grow up healthy

Last year, Help Me Grow Washington served over 12,000 children and 1,400 pregnant people across the state. Learn how Help Me Grow can support your family's needs and call us today at 1-800-322-2588 to learn about resources available for you. Supporting the health and development of the children you love.

Help Me Grow Washington is a FREE service that connects parents and caregivers to resources in their community. Many of our navigators are bilingual and all of them have immediate access to interpreters so that we can communicate with you in your preferred language.



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Suggested Messages

Use these social media messages with any of our premade graphics, or pair them with one of your own.



Facebook and Instagram Messages for Providers



Help Me Grow can connect families to the resources they need for their health and wellbeing. Learn more about Help Me Grow and how it can help your family: www.HelpMeGrowWA.org.

Help Me Grow is here to help! Their services are free and available to anyone in Washington state. Call today at 1-800-322-2588 to learn more and apply for a variety of resources for you and your family.

Last year, Help Me Grow Washington responded to more than 16,900 requests for support across Washington State. From developmental screening to Basic Food application assistance, learn how Help Me Grow can support families at: www.HelpMeGrowWA.org.

Help Me Grow Washington is a FREE service that connects parents and caregivers to resources in their community. Many of our navigators are bilingual and all of them have immediate access to interpreters so that we can communicate with you in your preferred language.



Suggested Messages

Use these social media messages with any of our premade graphics, or pair them with one of your own.



Twitter/ X Messages for Parents and Caregivers

Have you heard about #HelpMeGrowWA? It's a free service that connects parents and caregivers, like you, to resources in their community. Check them out at www.HelpMeGrowWA.org.

Looking for resources for you and your family, but not sure where to start? #HelpMeGrowWA is here to support you! Connect with a friendly Family Resource Navigator by calling 1-800-322-2588

Need help filling out a Basic Food application? #HelpMeGrowWA can help! Call us at 1-800-322-2588 to connect to a Family Resource Navigator who can support your enrollment.

Help Me Grow can connect you with essential food, health and child development resources in your community to support your family. Visit our ParentHelp123 Resource Finder to find resources near you: www.HelpMeGrowWA.org.

Last year, Help Me Grow Washington served over 12,000 children and 1,400 pregnant people. Learn how Help Me Grow can support your family and call us at 1-800-322-2588 to see what resources are available for you.

Suggested Messages

Use these social media messages with any of our premade graphics, or pair them with one of your own.



Twitter/ X Messages for Providers

Help Me Grow can get families connected to the resources they need for their health and wellbeing. Learn how they serve families in Washington state:
www.HelpMeGrowWA.org.

Help Me Grow is free and available to anyone in Washington state! Call today at 1-800-322-2588 to learn more and apply for a variety of resources for you and your family.

Last year, Help Me Grow Washington responded to more than 16,900 requests for support. From developmental screenings to application assistance, learn about resources to support families at www.HelpMeGrowWA.org.

Social Media Graphics

For Parents/Caregivers

You can access social media graphics [here.](#)



For Providers



Observances

A good way to increase your engagement on social media is to use existing awareness days, weeks, and months that connect with your topic. Consider how you can piggyback on larger discussions and use these annual observances to spread the word about Help Me Grow Washington.

Date	Observance	Hashtag
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February	National Children's Dental Health Month	
March	National Nutrition Month	
March	National Developmental Disabilities Awareness Month	#DDawareness2024
April	National Child Abuse Prevention Month	
April	National Minority Health Month	
April 1-7	National Public Health Week	#NPHW
April 7	World Health Day	#worldhealthday
April 11-17	Black Maternal Health Week	
April 22-29	National Infant Immunization Week	
May	Mental Health Month	
May 12-18	National Women's Health Week	
August	National Breastfeeding Awareness Month	
August	National Immunization Awareness Month	#NIAM2024
August	National Children's Vision and Learning Month	
September	Baby Safety Month	
September	Newborn Screening Awareness Month	#2024NBS
September	National Hunger Action Month	
October	National Breast Cancer Awareness Month	
November	National Diabetes Awareness Month	

Hashtags

Hashtags can help promote your posts and Help Me Grow Washington to new people, as well as make posts and content easier to find for your audience. Try out the hashtags below in your social media.

Instagram allows you to 30 hashtags in post captions, but generally, if you use 3-5 hashtags your post should be successful. This is a great place to experiment and see what works for your organization.

#HelpMeGrowWA

#LoveYourChildsDevelopment

#HealthyFamilies

#CommunityHealth





Additional Resources



Video

Help Me Grow WA videos can be shared on your website, posted to social media, shown at outreach events and/or included in presentations. Please let us know how you are using the videos. You can reach us at communications@withinreachwa.org.

This promotional video shows how Help Me Grow Washington is a trusted point of contact for a variety of resources, so that people like Luis can help their families be healthy, both today and in the future.

[Video - English](https://youtu.be/FserleIzF70) <https://youtu.be/FserleIzF70>

[Video - Spanish](https://youtu.be/9LzXNfsToEA) <https://youtu.be/9LzXNfsToEA>

WithinReach Social Media Channels

 WithinReach

Need more ideas about what to post on social media?

Make sure you are following the WithinReach social media streams. We post regularly about Help Me Grow Washington and on other topics that will be of interest to your audiences.

You can find us here:

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[Twitter](#)

[YouTube](#)

Outreach Materials

Additional Help Me Grow materials are available at www.helpmegrowwa.org. On the Order Materials page, just sort by Help Me Grow Washington as the Topic to get a look at these materials.



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