

SOCIAL MEDIA TOOLKIT



Make a positive impact on enough children through social-emotional learning, and the ripple can help a family, a school, a community, and ultimately, the world. We call it the Empathy Effect, and it's what Committee for Children has worked toward since 1979. This year, we're celebrating our 40th anniversary by setting an admittedly audacious but achievable goal: to positively transform the social-emotional well-being of 100 million children annually by 2028. We invite you to work with us to promote social-emotional learning as one of the most effective and economically sound approaches to raising kind, competent, and capable adults. Become an advocate. Lend your voice. And let's grow kinder together.

Below is a sample social media post and an email to send to anyone you think might be interested in becoming an advocate.

Video



Watch and share this video about the Empathy Effect.

Sample Social Post

What if you could help change the lives of 100 million children by 2028? Visit [GrowKinder.org](https://www.growkinder.org) to learn more about how you can play a part by joining #TheEmpathyEffect. Become an advocate. Lend your voice. And let's #GrowKinder together. #100millionby2028 @cfchildren

Sample Media Images

Click on the images below to download and share on your social media channels.



Instagram



Instagram Story



Facebook, Twitter, LinkedIn

Got Questions?

Contact us at press@cfchildren.org

Follow us    

[GrowKinder.org](https://www.growkinder.org) | #100millionby2028

Sample Email

I thought you'd be interested in this exciting news from Committee for Children, the global leader in social-emotional learning.

This year, Committee for Children is celebrating its 40th anniversary by setting an admittedly audacious but achievable goal: to positively transform the social-emotional well-being of 100 million children annually by 2028. Make a positive impact on enough children through social-emotional learning, and the ripple can help a family, a school, a community, and ultimately, the world. Committee for Children calls it the Empathy Effect, and it's what they've worked toward since 1979. But they can't achieve this ambitious goal alone. The organization is inviting us to work with them to promote social-emotional learning as one of the most effective and economically sound approaches to raising kind, competent, and capable adults.

Check out their new history page with information on past achievements and future ambitions, plus ways to lend your voice and become an advocate: [GrowKinder.org](https://www.growkinder.org). Be sure to share it with friends and colleagues!