

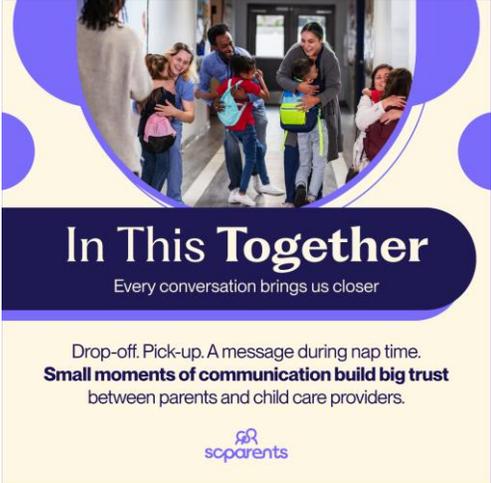
In This Together Sample Social Media Messages

The "In This Together" campaign, created by SC Parents and the South Carolina Department of Social Services, aims to foster trusting partnerships between parents and child care service providers through frequent, open and clear communication.

The social media content provided below is suitable for any social platform but is specifically formatted for Facebook and Instagram. The messages are tailored to parents and caregivers in South Carolina.

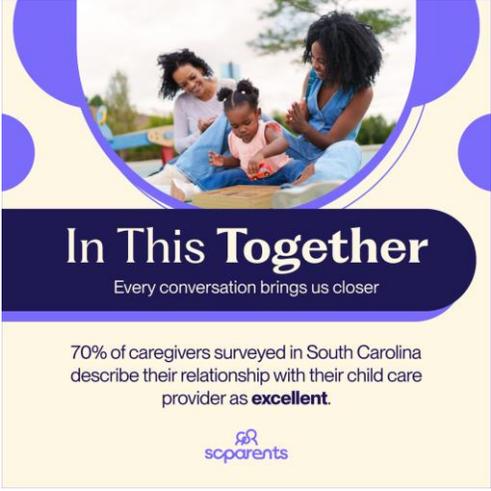
Tag @SC Parents on [Facebook](#) and [Instagram](#) and use the hashtag #InThisTogether.

Download the related campaign graphics and other materials at scParents.org/together.

	Social Media Graphic	Social Media Caption
1		<p>Small check-ins build big trust. Every conversation matters. 🗣️</p> <p>When families and providers connect through consistent, positive communication, children thrive!</p> <p>Learn more at scParents.org/together. #InThisTogether</p>
2		<p>Drop-off. Pick-up. Connection. ★</p> <p>No matter how or when these conversations happen, they matter. They build the foundation of trust and true partnership between parents and child care providers.</p> <p>Learn more at scParents.org/together. #InThisTogether</p>

<p>3</p>		<p>Caregivers and child care providers are #InThisTogether! 🤝</p> <p>When parents and providers work together, kids benefit. A genuine and trusting partnership builds a strong foundation for your child’s care.</p> <p>Learn more at scParents.org/together.</p>
<p>4</p>		<p>First steps and developmental delays: child care providers stand with families through it all. ❤️</p> <p>Daily conversations, through small notes, photos or in-person discussions, keep parents informed about their child’s progress, which promotes healthy development. <input checked="" type="checkbox"/> Frequent updates help parents feel more confident in discussing difficult situations.</p> <p>Learn more at scParents.org/together. #InThisTogether</p>
<p>5</p>		<p>Trusting someone else with your child is one of the biggest leaps of faith you can take! ❤️</p> <p>Effective communication between parents and providers is important because:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Trust is built on open and reliable conversations <input checked="" type="checkbox"/> Daily check-ins support your child’s developmental progress <input checked="" type="checkbox"/> Providers want your support! <p>Read more at scParents.org/together. #InThisTogether</p>

<p>6</p>		<p>Addressing concerns and discussing sensitive topics about your child can feel daunting.</p> <p>South Carolina parents offered their tips for preparing for these difficult conversations with your child care provider:</p> <ul style="list-style-type: none"> 🕒 Schedule a dedicated time to talk. 📝 Prepare in advance. <p>Learn more at scParents.org/together. #InThisTogether</p>
<p>7</p>		<p>Parents want more than information; they want a partnership. 🤝</p> <p>When parents and providers talk with one another, everyone feels more confident and connected.</p> <p>Read more at scParents.org/together. #InThisTogether</p>
<p>8</p>		<p>Parents in South Carolina agree that communication is key to their long-term trust in their child care provider. 🌟</p> <p>Frequent communication fosters a genuine and collaborative partnership!</p> <p>Learn more at scParents.org/together. #InThisTogether</p>

<p>9</p>		<p>Apps, photos, texts, newsletters, notes, quick discussions - all of the ways child care providers communicate with parents can feel overwhelming! 📱</p> <p>But these check-ins are important for everyone involved: kids, parents and providers! They build the kind of trust that helps families and children thrive.</p> <p>How does your child care provider share updates with your family?</p> <p>scParents.org/together #InThisTogether</p>
<p>10</p>		<p>Throughout South Carolina, parents are actively engaged in their child's early child care experience. ★</p> <p>Research found that parents want meaningful updates on their child's learning, development and well-being. They are eager to collaborate with providers on cognitive, social-emotional, behavioral and language development.</p> <p>How can you foster this partnership? Learn more at scParents.org/together. #InThisTogether</p>
<p>11</p>		<p>Did you know 70% of parents in South Carolina rate their relationship with their child care provider as excellent? ★</p> <p>In the winter of 2024, 350 parents across South Carolina completed a survey identifying the top three factors that contribute to a positive relationship with their child care provider:</p> <ol style="list-style-type: none"> 1 Trust and reliability 2 Open communication 3 Respect and understanding

		<p>Learn more at scParents.org/together. #InThisTogether</p>
<p>12</p>	 <p>In This Together</p> <p>76% of caregivers surveyed in South Carolina feel very engaged in their child's early child care experience.</p> <p>Every conversation brings us closer.</p> <p>scparents</p>	<p>How engaged are you with your child's early child care experience? 💡</p> <p>In a survey of 350 parents conducted across South Carolina in the winter of 2024, most caregivers indicated that they feel very connected to their child care provider.</p> <p>However, parents shared that regular provider meetings to discuss their child's progress would increase their engagement. ✓</p> <p>Read more at scParents.org/together. #InThisTogether</p>