

KANSAS Thriving Families

Social Media Toolkit

You can help ensure more Kansas families thrive.

Join us in this national movement to reinvent child welfare by spreading awareness. Your contribution can be as simple as having a conversation with your neighbor or posting one of the images in this toolkit to your social media.

These seemingly small acts can become game-changers. The more conversations we start, the more we learn, and the bigger difference we all can make.



Join us!

Let's make **Thriving Families, Safer Children** a reality for all.

ksthivingfamilies.org

Draft

KANSAS **Thriving** **Families**

You can help more Kansas families thrive.

This social media toolkit provides assets for you to share as-is (suggested posts, images, and videos) and to use as a foundation for crafting your own thoughtful and intentional social media posts. We have included assets designed to amplify efforts to: 1) shift the focus and funding away from a reactionary, child-protection approach toward a more pro-active and supportive well-being system, 2) drive credibility and visibility of the work, 3) connect individuals, coalitions, and organizations around the cause to build momentum, and 4) coalesce around key principles and ideas.

For more information about Kansas Thriving Families, visit
ksthivingfamilies.org

Call-to-ACTION

A-C-T through Social Media

Awaken

Awaken ourselves to the urgent need for transformative changes to child welfare systems.

Create

Create opportunities for conversations that reveal fresh and informed perspectives, new ideas, and actionable solutions.

Transform

Transform the hearts, minds, behaviors, and actions of people with the power to make policy changes that prioritize child and family well-being.

The concept is simple. Kansas can keep families together and children out of the child welfare system if it makes sure that all Kansans have the resources, skills, and support to ensure nurturing environments--before struggles become a crisis.

The reality, however, is more complex, and it will require innovative shifts in how Kansas approaches child welfare. The focus must be on a preventative system that boosts family well-being and supportive communities rather than one that is primarily reactive to cases of trauma and violence.

And it's not that we want families and children to just get by, we want them to thrive.

The key to thriving and ensuring lasting change is in the nexus of systems, the collaboration across systems, and the integration of systems—because families don't live in bubbles. The resiliency and wholeness and well-being of families are all centered in supportive communities and neighborhoods.

This extraordinary moment provides an opportunity to shift the narrative from child welfare to child well-being. It's not that we want families and children to just get by, we want them to thrive.

~ Dr. Melissa T. Merrick, Prevent Child Abuse America



Follow Our Partners

Twitter

Kansas Children's Cabinet and Trust Fund @kcctf
Kansas Department for Children and Families @DCFKansas
Kansas Children's Service League @KCSL
Kansas State Department of Education @ksdehq
Kansas Department for Health and Environment @KDHE
University of Kansas School of Social Welfare @KUSocialWelfare
University of Kansas Center for Public Partnerships & Research @CPPRMedia
Casey Family Programs @CaseyPrograms
Annie E. Casey Foundation @AECFNews
Prevent Child Abuse America @PCAAmerica

Facebook

Kansas Department for Children and Families @KansasDCF
Kansas Children's Service League @MyKCSL
Kansas State Department of Education @kansasdoe
Kansas Department for Health and Environment @KDHEnews
University of Kansas School of Social Welfare @KUSocialWelfare
University of Kansas Center for Public Partnerships & Research @KUCPPR
U.S. Children's Bureau @childrensbureau
Casey Family Programs @Casey.Family.Programs
Annie E. Casey Foundation @AnnieECaseyFndn
Prevent Child Abuse America @preventchildabuseamerica



As we want to move to well-being and thriving communities, we have to fundamentally approach the work differently, which is to not have the silos and the systems drive all the work but have the communities and families drive the work.

*~ Frank Alexander,
Casey Family Programs*

Related Hashtags

Hashtags

#KSThrivingFamilies

#ThrivingFamilies

#FamilyPreservation

#FamilyWellBeing

#ChildWellBeing

#FosterCare

#FosterCareSystem

#ChildWelfare

#Parenting

Don't use

#FamilySeparation

#ChildSeparation

Both are used most often with refugee situations

Having invested heavily in elevating the voices of parents and youth with lived experience in child welfare, we now have not only the opportunity but the obligation to act on what they've told us they need to stay strong and healthy.

~ Jerry Milner, Children's Bureau, U.S. Administration of Children and Families



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Best Practices

for Spreading Awareness and Amplifying the Message

Perception Outweighs Reality

A person's opinion isn't based on reality—it's based on their perception of reality. Listen to and accept your audiences' perceived reality, then craft your messages to resonate with it, and use these new messages to reshape perception.

Emotion Outweighs Logic

Logic supports our emotions and is used to justify our decisions, but research indicates we usually apply logic only after we've made our emotional decisions. Logic plays a part in decision-making, but emotion is always the main ingredient. Emotions inspire people to get passionate about your cause.

Brevity Outweighs Precision

You don't need to accurately describe every issue or idea in your messaging. And in a world where we've grown increasingly accustomed to sound bites and tweets, you won't have enough time to do so. Use the few moments of attention people give you to convey the essentials.

Value Outweighs Features

Above everything else, child welfare work is founded on values. Don't talk up programs and services that may not matter to your entire audience; talk about the core values that animate your work - values that your audiences share.

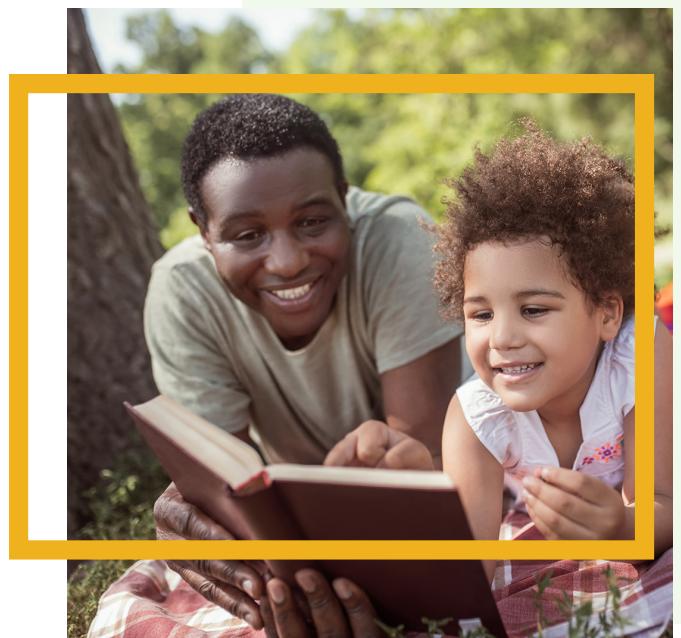
Vibrant Language Outweighs Jargon

Whenever possible, use clear and concise (and emotional!) language to make sure your audience can understand and connect with your message.

Adapted from: <https://welcomingamerica.org/wp-content/uploads/2021/01/America-Needs-All-of-Us.pdf>

Young people transitioning out of foster care have the system in a rearview mirror to be able to tell us what could have helped them, what could have been different.

~ Sandra Gasca-Gonzalez,
Annie E. Casey Foundation



Sample Media Posts

General Posts

Sample #1

How do we ensure Kansas families thrive? We invest in communities and systems of care that prioritize keeping families together. Join us today on this re-imagined, better-supported path forward. ksthivingfamilies.org

Sample #2

Every child is filled with tremendous promise, and we have a shared obligation to foster their potential. Join us today in fundamentally rethinking the child welfare system in Kansas, prioritizing keeping families together. ksthivingfamilies.org

Video Shares

Invest in Well-being from the Kansas Thriving Families Workgroup

How do we help Kansas families thrive? By investing in well-being to give Kansans a boost when they need it. **Invest in Well-being**

The Words We Choose to Use from the Capacity Building Center for States

The words we use in our work and as community members are important. How do we choose more proactive words that help meet families where they are? Words that support thriving families? **The Words We Choose to Use**



We all have a role to play in keeping all children safe and nurtured and secure. And that means keeping families strong, keeping communities strong and thriving.

~ Dr. Melissa T. Merrick,
Prevent Child Abuse America

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[Download graphics here](#)

Share Graphics

Coming Soon!

[Download graphics here](#)

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KANSAS



Thriving Families

Special Thanks!

Partial funding support for this toolkit provided by
Casey Family Programs

For more information about Kansas Thriving Families,
visit ksthivingfamilies.org