

## How to Finish and Share the Social Post



Congratulations on achieving a new star level! We're excited to help you share this great news with your community on social media. Below are simple steps to guide you through the process.

### INSTRUCTIONS - How to Post About Your Star Level Upgrade:

1. **Copy the Caption Template**

Use the caption template provided to announce your achievement. Feel free to customize it with your facility's name, star level, and city.

2. **Add a Photo**

Snap a photo of your staff with your Better Beginnings Banner or outside of your facility. Make sure it's tightly cropped, focused on people, and avoid using images of children unless you have parental consent.

3. **Post on Social Media**

Share your customized caption and photo on your social media platforms (Facebook, Instagram, etc.). Be sure to include the recommended hashtags for wider reach:

#BetterBeginnings #QualityChildCare #EarlyChildhoodEducation #ChildCareMatters  
#ArkansasEducation #ArkansasChildCare

4. **Tag Better Beginnings**

Tag Better Beginnings so we can see and celebrate your achievement too!

- a. On Instagram [@arkansasbetterbeginnings](https://www.instagram.com/arkansasbetterbeginnings)
- b. On Facebook [@ARBetterBeginnings](https://www.facebook.com/ARBetterBeginnings)

### PRO TIPS - What Makes a Good Post:

- **Be authentic.** Share why this achievement matters to your facility and community.
- **Use a positive tone.** Celebrate the hard work your team has put in.
- **Engage your audience.** Encourage parents and community members to comment or share their congratulations.