

# Media Toolkit

# Early Childhood

# Workforce

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## 2016

Center for the Study of Child Care Employment  
Institute for Research on Labor and Employment  
University of California, Berkeley



# Early Childhood Workforce Index 2016

## SOCIAL MEDIA TOOLKIT

As documented in our 2014 report, *Worthy Work, STILL Unlivable Wages: The Early Care and Education Workforce 25 Years after the National Child Care Staffing Study*, economic insecurity and low wages remain endemic among those who care for and educate young children from birth to elementary school.

To fully understand the problem and to provide a resource for proposed solutions, the Center for the Study of Child Care Employment has developed the *Early Childhood Workforce Index*, a comprehensive state-by-state analysis of early childhood employment conditions and policies in the United States. The *Index* is a powerful tool for providing the information that elected officials, educators, and business and labor leaders need to implement policies to improve the lives of 12 million children and the two million adults who are shaping their futures.

We hope that you find the *Index* useful to your policy and advocacy efforts, and we'd appreciate your help in sharing these findings via social media. To make it easier, we include sample posts that you can cut and paste, on or after **July 7, 2016 at 8 a.m. EDT**. We've also attached graphics that can draw attention to your posts.

### Sample Tweets

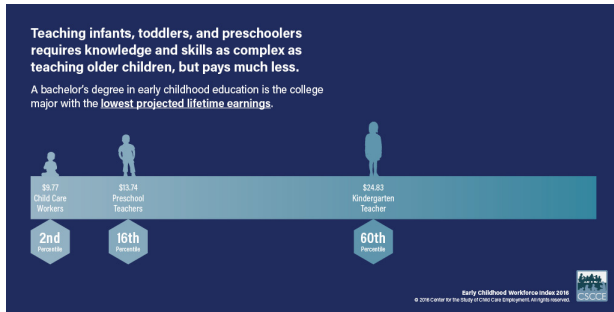
- Introducing the #ECIndex: the first state-by-state analysis of #ECE employment conditions & policies @CSCCEUCB <http://cscce.berkeley.edu/early-childhood-workforce-index>
- #ECE is critical to kids' long-term development & success as adults. Why aren't we investing in their teachers? <http://cscce.berkeley.edu/early-childhood-workforce-index>
- The median child care worker wage is \$9.77/hr. Find out how your state stacks up: <http://cscce.berkeley.edu/state-of-the-early-childhood-workforce/interactive-map/>
- The median preschool teacher wage is \$13.74/hr. Find out how your state stacks up: <http://cscce.berkeley.edu/state-of-the-early-childhood-workforce/interactive-map/>
- #ECE shapes children's lifelong skills & knowledge. It's time to treat it as a public good. New @CSCCEUCB report: <http://cscce.berkeley.edu/early-childhood-workforce-index>
- Economic insecurity for early childhood educators shortchanges #ECE educators, families, and millions of kids <http://cscce.berkeley.edu/early-childhood-workforce-index>

### Sample Facebook Posts

The science is clear -- early childhood education shapes children's lifelong development -- yet science and reality don't align. While we understand that early education is critical, we're not adequately investing in our most important resource: our children's teachers. The median hourly wage for child care workers is \$9.77, and 46% of these workers and their families are enrolled in at least one public support program. The median hourly wage for preschool teachers is \$13.74, and 34% of these workers and their families are enrolled in at least one public support program. Find out how your state stacks up here: <http://cscce.berkeley.edu/early-childhood-workforce-index>

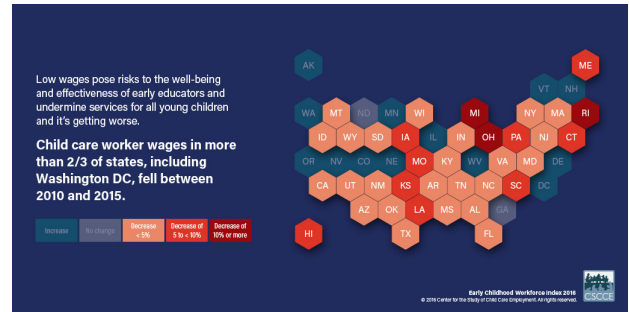
# Sample Graphics and Tweets

## Download



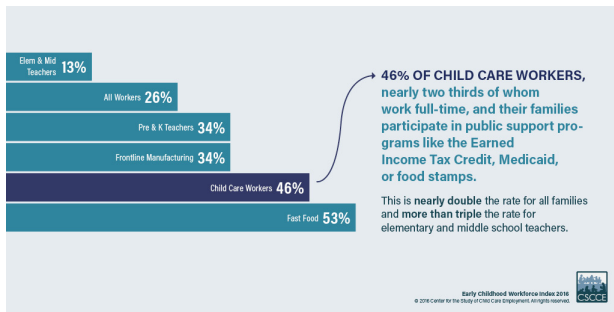
Median hourly wage for child care worker is \$9.77/hr and for preschool teacher is \$13.74  
#ECIndex

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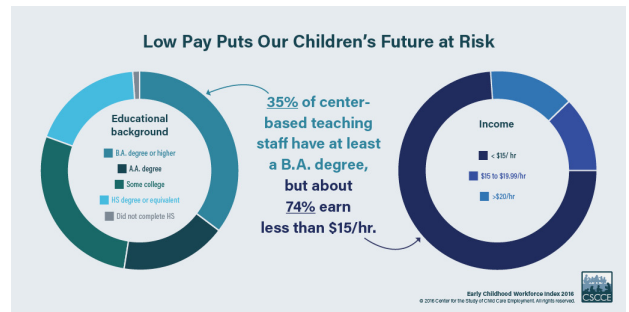
#ECE is critical to kids' long-term development & success as adults. Why aren't we investing in their teachers? #ECIndex

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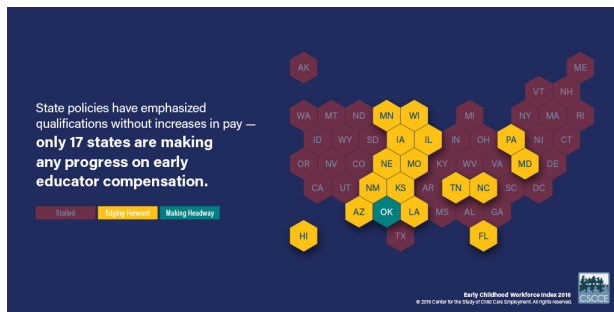
Nearly half of all U.S. child care workers live in families enrolled in public support programs.  
#ECIndex

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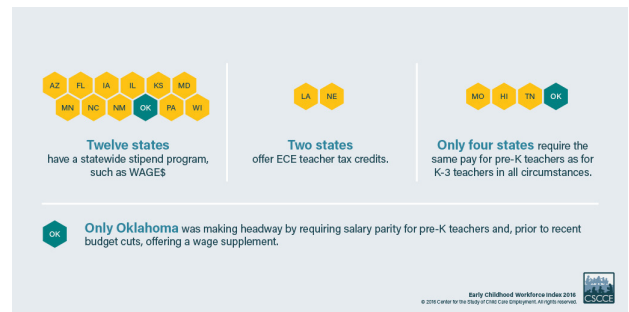
Many early educators invest in AA or BA degree, yet still face low wages #ECIndex

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Only 17 states are making progress on early educator compensation. Is your state one of them? #ECIndex

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Does your state have compensation strategies to support early childhood educators? #ECIndex

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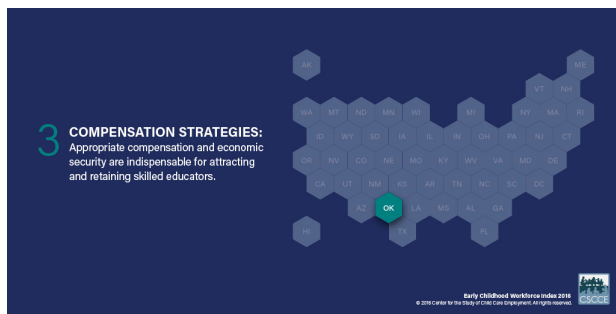
Qualifications are one of 5 essential elements of #ECE workforce policy to transform #ECE jobs #ECIndex

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Work Environments are one of 5 essential elements of #ECE workforce policy to transform #ECE jobs #ECIndex

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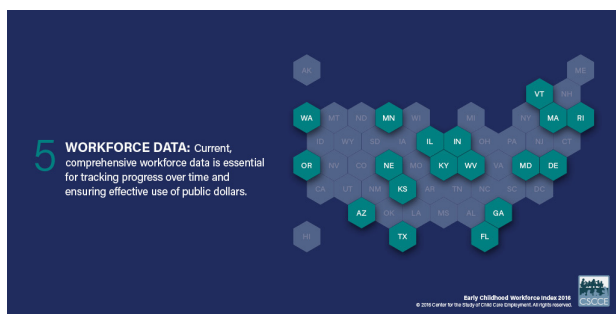
Compensation Strategies are one of 5 essential elements of #ECE workforce policy to transform #ECE jobs #ECIndex

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Financial Resources are one of 5 essential elements of #ECE workforce policy to transform #ECE jobs #ECIndex

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Workforce Data are one of 5 essential elements of #ECE workforce policy to transform #ECE jobs #ECIndex