Why Quality Matters in Pre-K: Sample Social Media Posts

The Cost of Quality Preschool estimator ([CPQ](http://nieer.org/research/research-instruments#cpq)) provides reliable cost calculations and funding estimates, enabling you to respond with confidence to questions about the expense and benefits of implementing high-quality preschool.   
  
Use these social media posts related to topics covered by the CPQ to publicize the need for high-quality early learning opportunities and attract support among stakeholders including parents and the early childhood education community.

**Sample messages for Twitter**

Each of these “tweets” is under 140 characters. Adding a link to your website or online information will drive more users to your website, raise awareness of your efforts and share more information with readers.

Research suggests high-quality #preK enhances child development, reduces achievement gaps & provides long-term benefits #PreKQualityMatters

High-quality #preK: an effective weapon against academic failure, high school dropout, crime and poverty #PreKQualityMatters

More than 50 years of research has demonstrated high-quality early education can benefit every child #PreKQualityMatters

Poor quality #preK may widen the achievement gap; investing in high-quality helps children, families & society #PreKQualityMatters

Too many US children fall behind before they even start school. High-quality #preK can help close the achievement gap #PreKQualityMatters

High-quality #preK programs are not cheap, but economic benefits can far outweigh costs #PreKQualityMatters

Every child walking through the #preK door should benefit every day #PreKQualityMatters

Low child-to-staff ratios allow teachers to know and notice each child in the classroom #PreKQualityMatters

“Teaching young children requires immense energy and relentless attention” #PreKQualityMatters

Cultural sensitivity is key to creating a welcoming #preK environment #PreKQualityMatters

Research suggests CQIS can improve classroom quality leading to positive child outcomes #PreKQualityMatters

**Sample Facebook posts**

You can use these quotes and comments separately or combine for a more in-depth message. Add a link to your website or online information to drive traffic to your site, create awareness of your efforts and share more information with readers.

“Establishing a high-quality universal pre-K program is a critical first step toward creating equity in access to early education and ensuring that all children begin kindergarten with an equal opportunity to succeed.” [W. Steven Barnett](http://nieer.org/profile/w-steven-barnett), National Institute for Early Education Research  
“Children who start behind stay behind—they are rarely able to make up the lost ground.   
Greater investments in pre-K programs can narrow the gaps between students at the start of school.”  
[*Education Inequalities at the School Starting Gate*](http://www.epi.org/publication/education-inequalities-at-the-school-starting-gate/)*,**Economic Policy Institute*

Quality early education “builds essential skills in young children that have significant, beneficial short- and long-term effects on education, health, social behavior and lifetime employment and income.  
[James Heckman](https://cehd.uchicago.edu/?page_id=71), University of Chicago Nobel laureate"The earliest years are the most promising for brain and skill development, yet it is when the U.S. invests the least." [Hirokazu Yoshikawa](http://steinhardt.nyu.edu/faculty/Hirokazu_Yoshikawa), New York University

“High-quality early childhood programs can [boost the upward mobility](https://www.ineteconomics.org/perspectives/blog/heckman-study-investment-in-early-childhood-education-yields-substantial-gains-for-the-economy) of two generations by freeing working parents to build their careers and increase wages over time while their child develops a broad range of foundational skills that lead to lifelong success.” [James Heckman](https://cehd.uchicago.edu/?page_id=71), University of Chicago Nobel laureate

“Future coders and pilots must build a foundation for literacy, critical thinking and problem solving in the earliest years of life.” Roy Bostock, Vice-Chairman (ret) Delta Airlines/Former Chairman Yahoo! (member, [ReadyNation](https://www.strongnation.org/readynation))

“Pre-K pays off so well because we pay a high price for failure, particularly in a time when even children from middle-income families have much too high a chance of needing long-term special education or dropping out of school.” [W. Steven Barnett](http://nieer.org/profile/w-steven-barnett), National Institute for Early Education Research

“Investing in our children’s early development is an effective way to build the future workforce and customer base we need to be successful.” James Powell, *Managing Partner, Nashville Office KPMG (member,* [*ReadyNation*](https://www.strongnation.org/readynation)*)*

“Young children’s learning and development depend on the educational qualifications of their teachers.” Diane Schilder, *Education Development Center, Inc.*

**Using Instagram**As a visual or graphic medium, you would want to upload positive images of children and teachers interacting. You can [create memes](https://makeameme.org/) with images and quotes (see **Quotable Quotes** or tweets above). While some may advocate posting images depicting negative consequences when high-quality pre-K is not available, I believe that risks viewers recalling the image—but not your message. Keep it affirmative.