



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

The Cost of Quality Preschool estimator ([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, 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, 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, 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, New York University](#)

“High-quality early childhood programs can [boost the upward mobility](#) 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, 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](#))

“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, 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](#))

“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](#) 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.