

Building Strong Brains Tennessee

Social Media Campaign



Building Strong Brains TN Mission

“We work to change the culture of Tennessee so that the state’s overarching philosophy, policies, programs and practices for children, youth and young adults utilize the latest brain science to prevent and mitigate the impact of adverse childhood experiences.”



Social Media Campaign Purpose

One of the most powerful ways we can prevent ACEs and build resilience is through public awareness and understanding. Increasingly, social media is becoming a primary source of information. Our goal is to help all Tennesseans understand early childhood development, brain architecture, the impact of ACEs, toxic stress, and trauma, and ways to build both individual & community resilience. Empowering everyone with this knowledge allows us to work together to more effectively build a foundation of health for all children and youth. With enough participation, social media campaigns can reach hundreds of thousands of people. Together we can build a healthy, more prosperous Tennessee where all children thrive.

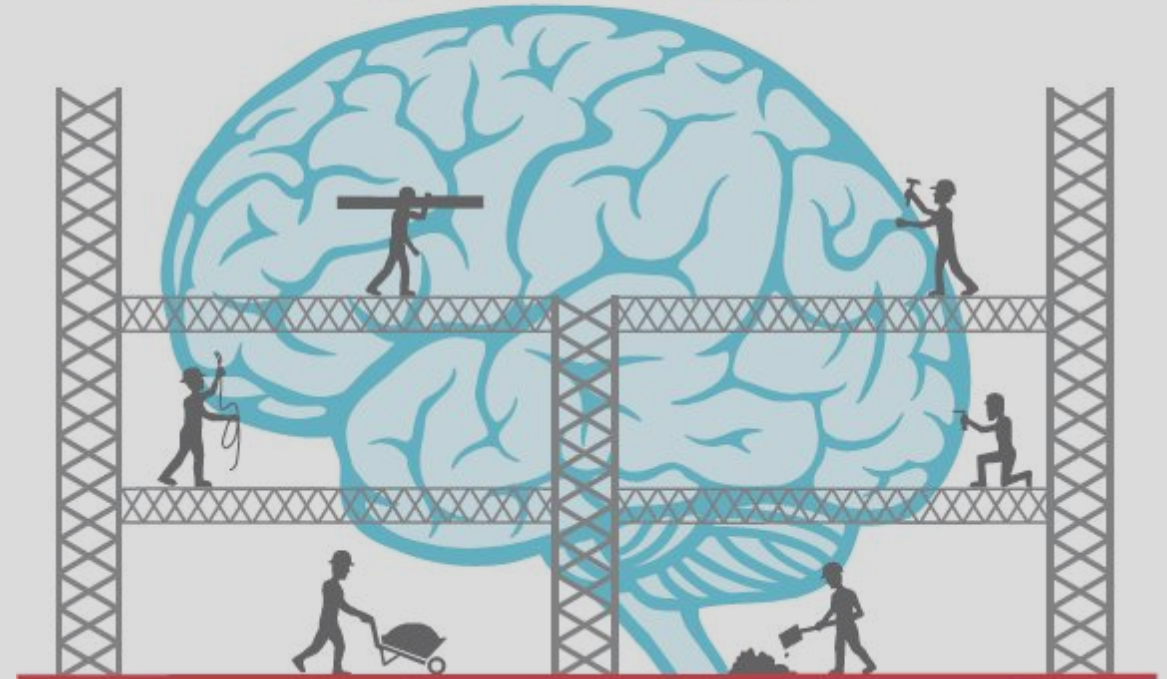
By joining in this social media campaign you become a ***Building Strong Brains TN Ambassador*** and can help us change the culture in Tennessee.

Becoming a BSBTN Ambassador

To participate in our “choir,” you can do any or all of the following:

- At any time that works for you, go to the corresponding month (within this toolkit) and post one or more of the messages in the attached spreadsheet to your Twitter, Instagram, Facebook or LinkedIn feed. Each hyperlink in this document takes you to Basecamp where you can download content and images. Whether you use your personal or organizational accounts is up to you. Either one is much appreciated!
- Like TCCY on Facebook and share our Building Strong Brain posts with your friends.
- Follow @TCCY on Twitter and retweet our Building Strong Brain posts so that your followers will see them.
- Use the hashtag #bsbtn or #BuildingStrongBrainsTN
- We’ll be on the lookout for your posts, so we can retweet or share them, too.

BUILDING STRONG BRAINS TENNESSEE



Social Media Campaign Content



[Tweets](#)



[Instagram Posts](#)



[LinkedIn & Facebook Posts](#)





Building Strong Brains **TN Ambassador Listserv**

If you would like to join the BSB TN listserv, or have questions about the social media campaign, please email Jenn Drake-Croft at jenn.croft@tn.tov

