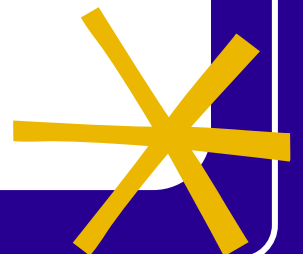


2026 Social Media Toolkit

Standing With Families: Reflecting,
Responding & Rebuilding Trust Together



HomeVisitingDay.org | [#HVDayLA](https://twitter.com/HVDayLA)



What Is Home Visiting?

Home visiting pairs expectant parents and families with trained professionals who provide guidance, coaching, and connections to community resources.

Services are free and voluntary. They help improve mental health, child development, and family well-being.



Why Home Visiting Day?

Los Angeles County has the largest home visiting network in the nation, and on April 17, 2026, we're celebrating that with Home Visiting Day in LA County (#HVDAYLA)! The day is a special opportunity to recognize the hard work of our heroic home visiting staff — and to spotlight the often life-changing results for families who participate in these free programs. Visit HomeVisitingDay.org and follow the hashtag #HVDAYLA to join the celebration on social media.



INFORM

Educate people about home visiting services and their benefits.



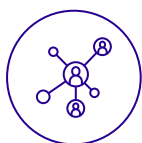
ENGAGE

Partner with other groups who serve parents and families, and with public officials.



CELEBRATE

Let the world know how awesome home visitors are. They really care about the families they serve!



CONNECT

Help families and providers find local programs. Pro tip: eDirectory.HomeVisitingLA.org

Help Spread The Word

Promote Home Visiting Day Across LA County



1

Follow & Share

Tag @HomeVisitingLA and @LABestBabies

2

Get Everyone Involved

Get your organization's social media managers on board, and use your personal profiles too!

3

Use Campaign Graphics

Share toolkit graphics, logos, videos and captions.

4

Use the Hashtags

#HVDayLA

#HomeVisitingWorks

#HomeVisitingLA

Download graphics at
HomeVisitingDay.org/Toolkit

HomeVisitingDay.org | #HVDayLA



Social Media Calendar

For the Week of April 13-17



MONDAY, APRIL 13



WHAT IS HOME VISITING?

Sample Caption

April 17 is #HomeVisiting Day in #LACounty! Learn more at HomeVisitingDay.org. Pregnant or just had a baby?

Find free support here:

eDirectory.HomeVisitingLA.org

#HVDayLA @HomeVisitingLA



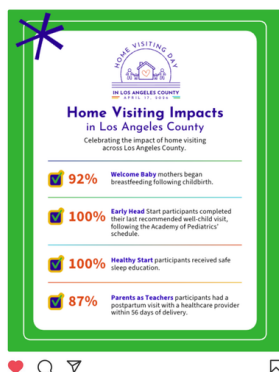
EQUITY STATEMENT

Sample Caption

#HomeVisiting improves the health of infants, children, and parents. It also advances #HealthEquity by supporting diverse and underserved families.

#HVDayLA @HomeVisitingLA

TUESDAY, APRIL 14



HOME VISITING IMPACTS

Sample Caption

Learn about the positive impacts #HomeVisiting has on family health by checking out:

#LACounty's data at HomeVisitingLA.org!

#HVDayLA @HomeVisitingLA



HOME VISITING FACTS

Sample Caption

Every family is unique, and with so many home visiting programs available, you can choose the support that best fits your needs. Swipe through to learn about the home visiting programs available in LA County.

Ready to get connected? Visit the Home Visiting eDirectory to find a program near you.
eDirectory.HomeVisitingLA.org
 #HVDayLA

WEDNESDAY, APRIL 15



TESTIMONIALS

Sample Caption

Look what these families have to say about home visiting! Find free #HomeVisiting programs that are available for you during #pregnancy and after you deliver: eDirectory.HomeVisitingLA.org
 #HVDayLA @HomeVisitingLA



VIDEO TESTIMONIALS

Sample Caption

Happy #HVDayLA! Hear this [mom/dad/caregiver] share how #HomeVisiting made a difference in their life. Find free services for your family: eDirectory.HomeVisitingLA.org
 #HVDayLA @HomeVisitingLA

THURSDAY, APRIL 16



RESOURCES

Sample Caption

Interested in getting with resources that can support you and your family? Check out these helpful links!

eDirectory.HomeVisitingLA.org
HomeVisitingLA.org/resources-for-parents

#HVDayLA @HomeVisitingLA

FRIDAY, APRIL 17



THANK YOU

Sample Caption

We salute all the #HomeVisiting heroes in #LACounty! Your great work helps families in so many ways!

#HVDayLA @HomeVisitingLA

Additional Graphics



Help spread the word about #HVDayLA by changing your Zoom background!



Show your organization's support for #HVDayLA by editing this Canva Graphic to include your company's logo!



Add this to your email signature to show your support for #HVDayLA!

Thank you.

Learn more, get tools to celebrate:
HomeVisitingDay.org



**LA BEST BABIES
NETWORK**



Healthy Babies. Our Future.

