

# MAKE A CIRCLE



## Social Media Toolkit



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[makeacirclefilm.com](http://makeacirclefilm.com)



[makeacirclefilm](https://www.facebook.com/makeacirclefilm)



[makeacirclefilm](https://www.instagram.com/makeacirclefilm)



# Social Media Toolkit

**MAKE A CIRCLE is a documentary feature film coming to PBS stations nationwide beginning in Fall 2025.**



From an award-winning filmmaking team, MAKE A CIRCLE follows a group of child care providers who are determined to change how society values the education of its youngest citizens. Weaving together the magic they create in the classroom with the children they serve, the struggles they endure at home, and their tireless dedication to their profession, MAKE A CIRCLE offers a rare, inside look at the lives of early childhood educators — the backbone of a child care system on the brink.

This social media toolkit will provide you with the text and graphics to help you to easily share our campaign on your channels in promotion of your local broadcast, screening, or online streaming window of the film.

**Check local listings from your PBS station for broadcast dates in your area.**

We encourage you to tag and follow us on [Facebook](#) and [Instagram](#).

For more information and resources, please [visit the film's website](#), where [educational materials and an electronic press kit](#) are also available.



# Sample Images

You can find downloadable files and their corresponding captions [in this Google Drive.](#)

COMING TO PUBLIC TELEVISION.  
CHECK LOCAL LISTINGS.



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CHECK LOCAL LISTINGS.

A NEW FILM ABOUT THE VALUE OF EARLY  
EDUCATORS AND A CHILD CARE SYSTEM IN CRISIS.



A NEW FILM ABOUT THE VALUE OF EARLY  
EDUCATORS AND A CHILD CARE SYSTEM IN CRISIS.



[station logo here]

TUNE IN ON  
[BROADCAST DATE/TIME HERE]



[station logo here]

TUNE IN ON  
[BROADCAST DATE/TIME HERE]



# Facebook Captions

You can find downloadable files and their corresponding captions [in this Google Drive](#).



**Join us for a broadcast of the new film MAKE A CIRCLE: a love letter to early educators and a rallying cry for a child care system in crisis. More great public television programming from [station name]. [Date(s)/time(s)].**



**"Parents can't afford to pay and teachers can't afford to stay." But a group of early educators is changing this status quo in the powerful new documentary film, MAKE A CIRCLE. Tune-in to [station name] on [date/time] for our premiere of MAKE A CIRCLE.**



**Who made an impact on your life as a young child? Learn about the importance of early childhood education, and the fight for early educators to stay in their vital profession, with the new documentary MAKE A CIRCLE premiering on [station name] at [date/time] and available as streaming video on the PBS website.**



# Instagram Captions

You can find downloadable files and their corresponding captions [in this Google Drive](#).



The new film, **MAKE A CIRCLE**, immerses viewers in both the imaginative, whimsical world of young children and the passionate, hopeful, but imperfect world of the adults who teach and care for them. The result is a portrait of the beauty, complexity, and impact of early childhood education. More great public television programming from [station name]. Premiering on [date(s)/time(s)] and available as streaming video on the PBS website. **ADD HASHTAGS** (see below)



Ninety percent of brain development happens before kindergarten, yet early childhood education is often framed as merely “babysitting.” The documentary **MAKE A CIRCLE** exposes how the invisibility of the work helps perpetuate a system that pays poverty wages and offers little professional respect – that we cannot value what we cannot see. [station name] is premiering a new film on the fight to build an early care and education system that works for everyone. Tune-in to [station name] on [date/time] for “**MAKE A CIRCLE**” **ADD HASHTAGS** (see below)



Parents can't afford to pay—the cost of child care for parents frequently rivals college tuition—and teachers can't afford to stay: nationwide, early educators earn an average of \$13 an hour. Learn how early educators are banding together to challenge perceptions of their field, and create a more equitable future for all families with the new documentary **MAKE A CIRCLE**. Premiering on [station name] at [date/time] and available as streaming video on the PBS website. **ADD HASHTAGS** (see below)

## Relevant Hashtags

**Consider using one or more of the following hash-tags on your social media posts. You can search the hashtag before using it to determine if the content stream is a good match for your post.**

#makeacirclefilm

#earlychildhoodeducation

#supportearlychildhoodeducation

#earlychildhoodeducators

#supportededucators #childcare

#childcarecrisis #valuechildcare

#qualitychildcarenow

#affordablechildcarenow

#fixourbrokensystem #fairpaynow

Please remember to tag the film in all of your posts so our followers can see them!



makeacirclefilm.com



makeacirclefilm



makeacirclefilm

# Select Citizen Groups and Non-Profits To Tag

## **The National Association for the Education of Young Children** (NAEYC)

Facebook: @NAEYC

Instagram: @NAEYC

X: @NAEYC

Even better, **find your state's NAEYC affiliate to tag them.**

## **Child Care Aware® of America** (CCAoA)

Facebook: @childcareawareusa

Instagram: @ChildCareAware

X: @ChildCareAware

## **Find your local Child Care Resource & Referral Agency to tag them.**

## **The Alliance for Early Success**

Facebook: @AllianceForEarlySuccess

X: @4earlysuccess

## **Zero to Three**

Facebook: @ZEROTOTHREE

Instagram: @ZEROTOTHREE

X: @ZEROTOTHREE

## **National Association for Family Child Care**

Facebook: @nafcc

Instagram: @nafccs

## **Council for Professional Recognition**

Facebook: @cdacouncil

Instagram: @cdacouncil

X: @cdacouncil

## **HomeGrown**

Facebook: @HomeGrownHBCC

Instagram: @homegrownorg

X: @homegrownorg

## **Childcare Community Changemakers**

Facebook: @commchangeact

Instagram: @commchangeact