**2023 Social Media Assets**

National Adoption Day is a collective, grassroots effort to raise awareness of the more than 113,000 children waiting to be adopted from foster care in the United States.

A coalition of national partners — including the Dave Thomas Foundation for Adoption, Congressional Coalition on Adoption Institute, Alliance for Children's Rights and Children's Action Network — founded National Adoption Day.

During this annual event, courts and organizations in more than 400 communities across the country have opened their doors on or around the Saturday before Thanksgiving to finalize and celebrate adoptions from foster care.

Whether you are hosting a National Adoption Day event or simply want to help spread the word about foster care adoption on social media, below is a list of popular hashtags, visual assets and draft copy to support your outreach. We also encourage you to follow and share the Foundation’s content on Facebook, Instagram, Twitter and LinkedIn.

**HASHTAGS**

* #NationalAdoptionDay
* #NationalAdoptionMonth
* #AdoptionStory
* #FosterCareAdoption
* #FosterCare

**VISUALS**

A library of visual assets is available to accompany your National Adoption Day messages on social media. You are also welcome to use visuals created by your organization.

**SOCIAL MEDIA COPY**

Use this sample copy to help raise awareness of National Adoption Day or promote an event in your community. If you share a message after November 18, make sure to refer to National Adoption Day in the past tense (e.g., “During National Adoption Day on November 18 …”)

**Facebook and LinkedIn**

|  |  |
| --- | --- |
| Option 1 (Awareness) | Right now, more than 113,000 children in #FosterCare in the U.S. are waiting for a permanent, loving family. Join (INSERT ORGANIZATION NAME) in celebrating #NationalAdoptionDay on November 18 to help raise awareness about the urgent need for #FosterCareAdoption. Learn more at nationaladoptionday.org |
| Option 2 (Awareness) | Every year, nearly 20,000 youth age out of #FosterCare in the United States without a permanent family. David Ambroz, author of the memoir "A Place Called Home," was one of those young people. Thankfully, his story has a positive outcome but far too many children are not so lucky.  As we look forward to [INSERT EVENT NAME] on [INSERT DATE], will you share this special message from David to help elevate the conversation about #FosterCareAdoption and ways to help? A simple conversation can change the life of a waiting child. <https://youtu.be/BgUCBmPEJvI?si=Tn2rv0wdbl3XwVKi> #NationalAdoptionDay |
| Option 3 (Event Promotion) | #NationalAdoptionDay is a collective, grassroots effort to raise awareness of the more than 113,000 children lingering in #FosterCare in the U.S. right now. (INSERT ORGANIZATION NAME) is hosting a National Adoption Day event on (INSERT DATE) to celebrate new families in (STATE/CITY/COUNTY) coming together through #FosterCareAdoption. To learn more about the day and join the celebration, visit nationaladoptionday.org |
| Option 4 (Post-Event) | In recognition of #NationalAdoptionDay, (INSERT ORGANIZATION NAME) hosted an event on (INSERT DATE) to celebrate the adoptions of (INSERT NUMBER OF CHILDREN FINALIZING ADOPTIONS) children in #FosterCare. Congratulations to all the families that came together during this event and National Adoption Day events across the country. Learn more at nationaladoptionday.org (OR ORGANIZATION URL) |

**X (formerly Twitter)**

|  |  |
| --- | --- |
| Option 1 (Awareness) | Right now, 113,000+ children are lingering in #FosterCare in the U.S. Join (INSERT ORGANIZATION NAME) in celebrating #NationalAdoptionDay on November 18 to help raise awareness about the urgent need for #FosterCareAdoption. Learn more: nationaladoptionday.org |
| Option 2 (Awareness) | Every year, nearly 20,000 youth age out of #FosterCare without a permanent family. As we look forward to #NationalAdoptionDay, will you share this message from @DaveAmbroz to raise awareness about #FosterCareAdoption and ways to help? <https://youtu.be/BgUCBmPEJvI?si=Tn2rv0wdbl3XwVKi> |
| Option 3 (Event Promotion) | Join (INSERT COURT/JUDGE/ORGANIZATION NAME) for a #NationalAdoptionDay event at (INSERT LOCATION) to celebrate new families coming together through #FosterCareAdoption and raise awareness of the 113,000+ children in #FosterCare across the U.S. still waiting for a permanent home. |
| Option 4 (Post-Event) | In recognition of #NationalAdoptionDay, (INSERT ORGANIZATION NAME) hosted an event on (INSERT DATE) to celebrate the adoptions of (INSERT NUMBER OF CHILDREN FINALIZING ADOPTIONS) children in #FosterCare. Learn more at nationaladoptionday.org (OR ORGANIZATION URL) |

**Instagram**

|  |  |
| --- | --- |
| Option 1 (Awareness) | Right now, 113,000+ children are lingering in #FosterCare in the U.S. (INSERT COURT/JUDGE/ORGANIZATION NAME) is celebrating #NationalAdoptionDay to help raise awareness about the urgent need for #FosterCareAdoption. Learn more using the #LinkInBio or by following @DTFA. |
| Option 2 (Awareness) | Every year, nearly 20,000 youth age out of #FosterCare in the United States without a permanent family. @hjdambroz was one of those young people. Thankfully, his story has a positive outcome but far too many children are not so lucky.  As we look forward to [INSERT EVENT NAME] on [INSERT DATE], will you share this special message from David to help elevate the conversation about #FosterCareAdoption and ways to help? A simple conversation can change the life of a waiting child. <https://youtu.be/BgUCBmPEJvI?si=Tn2rv0wdbl3XwVKi> #NationalAdoptionDay |
| Option 3 (Event Promotion) | Join (INSERT COURT/JUDGE/ORGANIZATION NAME) for a #NationalAdoptionDay event at (INSERT LOCATION) to celebrate new families coming together through #FosterCareAdoption and raise awareness of the 113,000+ young people in #FosterCare across the U.S. still waiting for a permanent home. Learn more using the #LinkInBio or by following @DTFA. |
| Option 4 (Post-Event) | In recognition of #NationalAdoptionDay, (INSERT ORGANIZATION NAME) hosted an event on (INSERT DATE) to celebrate the adoptions of (INSERT NUMBER OF CHILDREN FINALIZING ADOPTIONS) children in #FosterCare. Congratulations to all the families that came together during this event and National Adoption Day events across the country. Learn more at nationaladoptionday.org (OR ORGANIZATION URL) |