

Social Content Package

For Higher Education Faculty

Week of the Young Child, NAEYC's signature public awareness campaign is a natural teaching moment for ECE faculty. This year, we are celebrating the 55th anniversary of WOYC during NAEYC's 100th year. That's a significant moment for your students, and your participation helps bring it to life for them.

This package gives you two ways to engage:

- › Post to your own social channels using the captions below — adapted for your voice and platform — to model professional community engagement for your students.
- › Use the week as a touchpoint with students: ask them to follow NAEYC during the week, assign a short reflection connecting a themed day to course content, or use it as a discussion prompt about what professional community participation looks like in this field.

Personalize the captions below as much or as little as you like.

Use #WOYC26 and tag @NAEYC across social media so we can find and amplify your content.

Kickoff Saturday — April 11

Option A

Week of the Young Child begins today — and this year, it's part of something bigger. @NAEYC turns 100 in 2026, and #WOYC26 is a big part of the celebration, centering children and educators who make this field worth everything.

To my students: this is the profession you're entering. Welcome.

Option B

55 years ago, Week of the Young Child was created to focus public attention on young children and the professionals who serve them. It's still needed. It might be needed more than ever.

We are proud to celebrate #WOYC26 with @NAEYC in their centennial year.

Music Monday — April 13

Option A

The science on music and early learning is some of the most robust we have. Phonological awareness, emotional regulation, memory, social development — music touches all of it. Music Monday is a chance to celebrate the educators and the research that backs their practice.
#WOYC26 @NAEYC

Option B

Music Monday is the perfect moment to ask our students: what does research say about music in the early years? And just as important: what does your experience tell you? Both answers matter in this field. #WOYC26 @NAEYC

Tasty Tuesday — April 14

Option A

Culturally responsive practice isn't a module in the curriculum — it is the curriculum. Tasty Tuesday offers a meaningful entry point for promoting healthy habits in early childhood, illustrating how everyday experiences with food can support development while honoring children's full identities. #WOYC26 @NAEYC

Option B

One of the most powerful things an early childhood educator can do is make a child feel like their home and family are honored in their early learning program. Tasty Tuesday celebrates the diversity and the practice behind that sense of belonging. #WOYC26 @NAEYC

Work Together Wednesday — April 15

Option A

Family engagement. Community partnerships. Cross-sector collaboration.

Work Together Wednesday is a reminder that early childhood education has never been a solo enterprise — and our preparation programs don't treat it like one. #WOYC26 @NAEYC

Option B

To the students I'm working with right now: the relationships you build — with families, with colleagues, with communities — will matter as much as anything you learn in this classroom. #WOYC26 @NAEYC

Artsy Thursday— April 16

Option A

Play is the work of childhood. Art is how children process, express, and make meaning before language can carry all of it. Artsy Thursday is a celebration of educators who protect that space — and a challenge to anyone still treating arts and play as optional. #WOYC26 @NAEYC

Option B

What does high-quality early learning look like? Today's answer: an early childhood setting where creativity is treated as rigorous, where play is recognized as developmental work, and where the arts aren't an afterthought. #WOYC26 @NAEYC

Family Friday — April 17

Option A

Family engagement is not a program feature — it's a professional competency. Family Friday closes out a week of celebrating what this field does best: hold children, families, and community at the center. Grateful to be part of it. #WOYC26 @NAEYC

Option B

The most important partnership in early childhood education is between educators and families. Family Friday is when we say that out loud.

To every educator who shows up for both: thank you. #WOYC26 @NAEYC

More ways to engage

Classroom Idea

Ask students to choose one themed day and write a short reflection (3–5 sentences) connecting what they observed or learned from WOYC content to a concept from your course. Works as a discussion board post, journal entry, or in-class share-out.



Share your story

NAEYC is collecting reflections from across the field for the Year of Reflections centennial campaign. Submit at [NAEYC.org/centennial](https://naeyc.org/centennial). Submitted stories may be featured on NAEYC's channels — a meaningful visibility opportunity for faculty and students alike.