**TDI Social Media Content**

*Please copy and paste the below blurbs to your organization’s Twitter, Facebook and/or Website. Feel free to make edits or changes to any of the templates.*

*Thank you for your support!*

**Twitter Post**

[Community] parents: We’re working with @ubc to understand what families with young children in our community need. Take this short survey to share your thoughts and you’ll be entered to win a $50 gift card <https://tdi.ubc.ca/>

**Facebook and Organization Website Post**

Children’s early experiences have been shown to affect lifelong health and well-being. So, we’re working with UBC to increase our understanding of the early experiences, needs, and barriers faced by families with young children living in [community]. By completing the Toddler Development Instrument survey, you’ll help us collect data that will contribute to building family and community resources, which, in turn, will better support the well-being of children, families, and communities.

**Please take 15 minutes to share your thoughts in this survey and you’ll be entered to win a $50 grocery gift card:** [**https://tdi.ubc.ca/**](https://tdi.ubc.ca/)

For more information, watch this short video: “[**What is the Toddler Development Instrument**](https://www.youtube.com/watch?v=2Q7fOATCZUQ)**?**”**.** We want to get as many families in [community] to participate in this survey, so share this post with your friends and family!

**Other links to share:**

**Toddler Development Instrument (TDI): What is it and why is it important**

Watch and share the **TDI Video** here: <https://www.youtube.com/watch?v=2Q7fOATCZUQ>

*An overview of the Toddler Development Instrument (TDI) and why capturing such information is so important.*