

September 2020 – Social Media Content Calendar

September Observances & Events:

- National Hispanic Heritage Month (9/15-10/15)
- National Read a Book Day (9/6)
- Labor Day (9/7)
- International Literacy Day (9/8)
- National Grandparents Day (9/13)
- National Diaper Need Awareness Week (9/21-9/27)

Topics	Sample Resources
<p>8/31-9/6 Early Literacy</p> <p>In celebration of Read a Book Day (this week) and International Literacy Day (next week), (we're sharing tips and resources on how parents can instill a love of reading in their little ones from early on and help them develop early literacy skills.</p> <ul style="list-style-type: none"> • National Read a Book Day (9/6) 	<p>Early Literacy Resources TSTF</p> <p>Books Build Connections Toolkit AAP/TSTF</p> <p>The Benefits of Reading Aloud to Children TSTF</p> <p>How to Raise a Reader New York Times</p> <p>Why It's Important to Read Aloud With Your Kids, and How to Make It Count Washington Post</p> <p>Science Proves Reading To Kids Really Does Change Their Brains Huffington Post</p> <p>What We Know About Early Literacy and Language Development ZERO TO THREE</p> <p>Infants & Toddlers: How To Read To Very Young Children Scholastic</p> <p>How to Create a Literate Home: Baby and Toddler PBSKids</p>

	<p>Fall in Love with Reading: Ten Simple Things you Can Do at Home NAEYC</p> <p>Learning at Home: 9 Early Literacy Activities PBS Kids</p>
<p>9/7-9/13 Let's Talk About Grandparents!</p> <p>Grandparents play an important role in families, in particular when it comes to sharing family stories and traditions. Children benefit greatly from knowing their family's history: it helps them develop a sense of belonging and boosts their self-esteem.</p> <ul style="list-style-type: none"> • International Literacy Day (9/8) • National Grandparents Day (9/13) 	<p>Tips for Grandparents TSTF</p> <p>Celebrate Grandparents! TSTF/AARP</p> <p>Grandparenting: On Your Lap, In Your Heart ZERO TO THREE</p> <p>That Was Then: Sharing Family Traditions With Your Grandchildren ZERO TO THREE</p> <p>What Kids Learn From Hearing Family Stories The Atlantic</p> <p>The Stories That Bind Us New York Times</p> <p>Grandparenting Univision Contigo/ Clave al Exito</p> <p>Grandparents & Extended Family ZERO TO THREE ZERO TO THREE</p> <p>Why Telling Family Stories To Our Kids Is So Important Huffington Post</p> <p>10 Sweet Ways for Kids to Celebrate Grandparents Day Parents</p>
<p>9/14-9/20 Dual Language Learners</p> <p>Bilingualism has many benefits. Research shows children who hear more than one language spoken at home tend to develop better executive function and social skills. Parents can help their little ones learn their native language by taking advantage of everyday moments to talk, read, and sing with them in that language.</p> <ul style="list-style-type: none"> • National Hispanic Heritage Month (9/15-10/15) 	<p>Tips for Using Language at Home and in the Community TSTF</p> <p>Dual Language Learners: Five Tips for Parents TSTF</p> <p>Studies: You Can Help Your Toddler Be Bilingual, Even If You Aren't Motherly</p> <p>Raising a Bilingual Child: The Importance of Reading BabyCenter</p> <p>The Superior Social Skills of Bilinguals New York Times</p> <p>Why You Shouldn't Stop Speaking Spanish at Home Univision News</p>

[Raising Bilingual Children: Who Should Speak What?](#) Huffington Post

[Multilingualism](#) ZERO TO THREE

[Taking Two Languages to Preschool: Supporting Children who are Dual Language Learners](#) ZERO TO THREE

[7 Myths and Facts About Bilingual Children Learning Language](#) Healthy Children

[Learning Two Languages](#) American Speech-Language-Hearing Association

9/21-9/27 Fostering Happiness & Confidence In Early Childhood

Raising children in an environment that fosters happiness and confidence can positively affect their lives as they grow up. A child's confidence can be supported when their self-esteem is strengthened by caregivers and they feel an appreciation for their capabilities. Happiness in children can be cultivated through caregivers encouraging a child's interests and celebrating what makes a child special. Research shows that when a child's happiness and confidence are promoted during childhood, they are more likely to have success as adults.

[12 Tips to Raise Confident Children: Building Self-Esteem](#) Child Mind Institute

[9 Secrets of Confident Kids](#) Parents

[How to Raise Happy Kids: 10 Steps Backed by Science](#) Time

[Your Child's Self-Esteem \(for Parents\)](#) Kids Health

[How To Raise A Happy Child](#) Baby Center

[How to build your preschooler's self-esteem](#) Baby Center

[Developing Self-Confidence](#) ZERO TO THREE

[Build Your Child's Confidence to Try New Things](#) PBS KIDS

[5 Ways to Build Your Child's Self-Esteem](#) Scholastic

9/28-10/4 The Importance of Sleep in the Early Years

When our little ones are sleeping, their brains are busy building connections! Sleep is important for brain development, learning, and physical development. This week we will share important research on sleep in early childhood, as well as tips on how parents and other caregivers can establish healthy sleep habits for their young children.

[Sleep Critically Affects Childhood Brain Development](#) Huffington Post

[Tips and Tools on Sleep](#) ZERO TO THREE

[The 7 Reasons Your Kid Needs Sleep](#) Parents Magazine

[What Sleep Is and Why All Kids Need It](#) KidsHealth

[A Child's Nap Is More Complicated Than It Looks](#) New York Times

[Healthy Sleep Habits: How Many Hours Does Your Child Need?](#) Healthy Children

[Encouraging Healthy Sleep Habits](#) NAEYC