



## National Adoption Month Communications Toolkit Department of Children and Families

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### Celebrate National Adoption Month with #MyForeverFamILY November 2020

November 2020 is National Adoption Month! We can celebrate this observance in Florida by all using the same language, calls to action, and social media tags.

#### Central Theme

Every child deserves a forever family. This year, the Florida Department of Children and Families is encouraging adoptive families to share the story of how adoption has enhanced their lives. The hope is that through hearing the true and life-changing stories of adoption, potential parents will consider taking the route of adoption to expand their family. The department will also highlight children from the foster system who are available for adoption.

“My forever family” is a suggested phrase to use when speaking about adoption that gives meaning for adopted children and adoptive families. For the child, it exemplifies the meaning of permanency. For the parent, it speaks to how adoption is a lifetime commitment to a child.

#### Website

The call to action to encourage people to learn more about adoption is, “Visit *MyFloridaMyFamily.com* to explore adoption.”

*MyFloridaMyFamily* is a new website where viewers can explore adoption and fostering, as well as connect with faith-based organizations who provide support to foster, adoptive, and traditional families in need. Note: *AdoptFlorida.org* is still up and running and provides the adoption framework for *MyFloridaMyFamily*.

#### #MyForeverFamILY

The goal of #MyForeverFamILY is to encourage people to adopt children from within Florida’s foster care system. Many adopted children refer to their adoptive families as their “forever family.” For this social media initiative, capitalizing the “ILY” at the end of “family” also represents the popular acronym for “I Love You.” Using #MyForeverFamILY is a way to share happy stories of adoption and highlight the life-changing gift of family and love.

## [How to Participate](#)

There are two ways to participate – choose one or both if they apply to you!

1. Be an advocate for adoption by sharing resources, links, and social media content to support adoption. You are encouraged to use the hashtag #MyForeverFamILY, which is a Florida-specific hashtag. This package contains graphics and pre-written social media updates that you can use, or you can share your own.

Follow DCF social media profiles for more shareable content and stories all month – @MyFLFamilies on Facebook, Twitter, and Instagram.

2. If you are an adoptive parent or if you are an adult who was adopted, celebrate adoption by sharing your story on social media using the hashtag #MyForeverFamILY. Videos, photos, and written word are all great ways to participate.

Tips for success on #2:

First, only participate if everyone, including your child, knows that you have adopted. Be sure not to share confidential information. It's suggested that you don't mention your child's name or any identifiable information.

Next, keep in mind that your post or profile needs to be set to public if you want people to share your story (but it's completely acceptable to keep it limited to your personal network, if you choose).

Last, choose a prompt to answer if you need help getting started.

- “How has adoption changed your life?”
- “What is your adoption story?”
- “What does adoption mean to you?”
- “Why should people consider adopting?”

## [Overview: Adoption in Florida](#)

- In FY 2019-2020, there were 4,548 Florida children adopted from foster care into 3,079 families.
- There are nearly 700 children awaiting adoption.
- MyFloridaMyFamily.com is a website that links foster and adoptive parents with resources to support their children and families.
- People can find children available for adoption or learn how to support foster children at *MyFloridaMyFamily.com*.

### Sample Social Media Posts

- We are celebrating National Adoption Month this November! Last year in Florida, 4,500 foster children were adopted into 3,000 loving families – but there are still hundreds of kids waiting for their forever families. Visit [MyFloridaMyFamily.com](http://MyFloridaMyFamily.com) to learn more about adoption today. #MyForeverFAMILY
- Teenagers in foster care are almost adults, but that doesn't mean they don't want to be adopted – everyone deserves a forever family. If you're considering adopting a foster teen, learn more at [MyFloridaMyFamily.com](http://MyFloridaMyFamily.com). #MyForeverFAMILY
- All children deserve to feel safe, happy, and loved. You can change a life by adopting a child in foster care and giving them a forever family. Visit [MyFloridaMyFamily.com](http://MyFloridaMyFamily.com) to get started. #MyForeverFAMILY
- I'm advocating for adoption as part of National Adoption Month this November! All children deserve safe, stable, loving homes, but right now, there are around 700 kids in foster care waiting to find their forever families. Visit [MyFloridaMyFamily.com](http://MyFloridaMyFamily.com) to explore adoption today. #MyForeverFAMILY

### Sample Newsletter Article/Email Blast

*Subject: Celebrate Forever Families During National Adoption Month*

November is National Adoption Month, and here in Florida, government agencies, community partners, child welfare advocates, and families are all working together to share stories on the life-changing act of adoption.

In Florida alone, there are about 700 children currently in foster care who are waiting to find their forever families. Last year, 4,500 kids were adopted into over 3,000 loving families in our state. If your family has grown by adopting, you're encouraged to share the story of how your life has been changed – for the better and forever. Share your story through text, photo, or video on social media by using the hashtag #MyForeverFAMILY.

If you're thinking about adopting, consider adopting a child from foster care. Whether it's a toddler or a teenager, there's a child out there who needs you and can bring a lifetime of happiness and pride to your family.

To learn more about adoption and how you can support Florida's foster children, visit [MyFloridaMyFamily.com](http://MyFloridaMyFamily.com).

### Social Media Graphics

See next page.



# National Adoption Month in Florida Digital Media Tools - #MyForeverFamily

**Adoption in Florida**

**4,548**  
Children adopted last year

**3,079**  
Families who adopted last year

**700**  
Children currently awaiting  
forever families

**#MyForeverFamily**

FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES

Messages showing general support for adoption

*November is*  
**Adoption Month**

FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES  
#MyForeverFamily

Social Media and Website Banners

**NOVEMBER IS**  
*Adoption Month*

FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES  
#MyForeverFamily

Transparent frame for profile pictures

**NOVEMBER IS**  
*Adoption Month*

FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES  
#MyForeverFamily



# National Adoption Month in Florida Digital Media Tools - #MyForeverFamily



Graphics showing general support for adoption



# National Adoption Month in Florida Digital Media Tools - #MyForeverFamily



Graphics to share personal stories of adoption