

April - National English Language Month Bright by Text Newsletter Article and Social Posts

Newsletter Content

Time to Talk It Out!

As the blossoms begin to bloom and buds begin to open, we find fresh sights and sounds to talk about with our children. It's a wonderful time to point out new colors, shapes and smells. This helps them learn new words too. What better way for your child to grow into a chatterer than getting excited about the world as it changes.

One of the most important things you can do with your child is talk out loud to fill their brains with language, and help them learn how to use it. Let's seize this springtime opportunity!

April is National English Language Month and we've gathered some awesome tips to encourage you and your child to have conversations.

Language development is super important in the first year of babies lives and even before they are born!

1. Believe it or not, you should start talking to your baby before he is born, so go ahead moms, talk to your tummy.
2. Once baby is born, try talking to your baby close-up so she can watch your lips move and connect that to sound. Eventually she will imitate those movements and form her first sounds. [Take a peek at this video to find out how!](#)
3. It's important to actively play with your little one, every day. She learns the most when you are actively paying attention to her, talking to her, and helping her explore the world around her.

In your child's second year, you'll start to hear them form real words!

1. Talk about things you use every day, such as utensils, food and toys. Ask your child to name familiar objects and give him time to think and respond.
2. The more you talk to your child in the first three years of life, the better he will do in school. The best way to prepare your child for lifelong learning is lots of talking that includes conversation, encouragement, and play.
3. By describing what your child is doing while he is playing with water, he will be able to understand what you're saying and relate it to his actions. Some things you could say are: *Wow, you are splashing a lot. The soap is really slippery! You are pouring your pail of water.*

As your child toddles, their babble becomes clear and direct, but you still need to make learning to talk fun!

1. Let your child explore her reflection while you talk about what she is doing. [This helpful video can show you how.](#)
2. As you fold clean laundry, share with your child what you are doing and how the laundry feels. "These towels are soft and warm from the dryer." Feel them together. Then let your child pick an article and you describe it. You pick one and ask him/her to describe it.
3. Young children begin to narrate their actions with words. You may hear preschoolers "thinking out loud" as they solve problems, control their behavior, and engage in pretend play.

Get more parenting tips, games, and other resources, based on the age of your child, sent right to your cell phone 2-5 times a week for FREE with [Bright by Text](#). Text BRIGHT to 274448 to sign up!* Message and data rates may apply. Text STOP to 274448 to stop. Text HELP to 274448 for help.

Social Guidelines and Content

Here are some sample social media posts to promote Bright by Text in conjunction with National English Language Month! Feel free to use and modify them to fit your social media tone and voice, but please keep the content the same.

Don't forget to watch the Bright by Three's [Facebook](#), [Twitter](#), and [Instagram](#) and share our posts from there as well.

On Facebook, we recommend letting the bitly link pop up and link to the Bright by Text landing page. Then, also insert your unique sign up link into the post.

On Instagram, you will need to add a photo for each. Feel free to use the photo from the landing page or the one included above. Tag Bright by Three in the posts so we can like and share them too!

Facebook/Instagram

1. Using singing and rhythmic motion while taking care of your baby helps to instill a love of music, provides comfort, and introduces early language skills. For more tips like these, sign up for Bright by Text! https://app.brightbytext.org/web_signup
2. Baby talk is the foundation for baby's first words, and there are some things you can do to encourage her. Visit this link to find out how! <http://bit.ly/2BFxQkz> For more awesome tips, sign up for Bright by Text! https://app.brightbytext.org/web_signup
3. 1 million neural connections are made every second for young children. We make sure those connections count. Learn why Bright by Text is so important to your child's development. <https://brightbytext.org/about-bright-by-text>
4. A child's way of paying attention will sound like babbling, but that will change as the child

learns more words. For more helpful tips and updates on your child's development, check out Bright by Text. https://app.brightbytext.org/web_signup

Twitter

1. Using singing and rhythmic motion while taking care of young children helps to instill a love of music, provides comfort, and introduces early language skills. For more tips like these, sign up for Bright by Text! https://app.brightbytext.org/web_signup
2. Baby talk is the foundation for baby's first words, and there are some things parents can do to encourage it. Visit this link to find out how! <http://bit.ly/2BFxQkz> For more awesome tips, sign up for Bright by Text! https://app.brightbytext.org/web_signup
3. Talking to 1 year old during routine activities like bath time, feeding and changing paves the way for early language development. For more helpful tips, sign up for Bright by Text! https://app.brightbytext.org/web_signup