

AD COUNCIL SOCIAL COPY

SOCIAL MICRO VIDEOS:

FIRST COOKING LESSON:

When your first cooking lesson isn't Insta-worthy..... You don't have to be perfect to be a perfect parent, thousands of teens in foster care can't wait to share their firsts with you.

FIRST FISHING TRIP:

When your first fishing trip becomes a whole lotta nothing trip.... You don't have to be perfect to be a perfect parent, thousands of teens in foster care can't wait to share their firsts with you.

FIRST GAME:

When your first game excitement goes a little too far... You don't have to be perfect to be a perfect parent. Thousands of teens in foster care can't wait to share their firsts with you.

FIRST ROAD TRIP:

When your first road trip playlist isn't exactly a crowd pleaser... You don't have to be perfect to be a perfect parent, thousands of teens in foster care can't wait to share their firsts with you.

SOCIAL GIFS:

FIRST CATCH

POST COPY

Thousands of teens in foster care can't wait to share their firsts with you.

FIRST HAIRCUT

POST COPY

Thousands of teens in foster care can't wait to share their firsts with you.

FIRST TIE

POST COPY

Thousands of teens in foster care can't wait to share their firsts with you.

FIRST DRIVE

POST COPY

Thousands of teens in foster care can't wait to share their firsts with you.