

HOME ACCESS
NEEDS ASSESSMENT:

SOCIAL MEDIA TOOLKIT



OUR SOCIAL MEDIA TOOLKIT IS DESIGNED TO:

- Support outreach to your community about your school district's home access program
- Communicate the work you are doing to connect every student to Internet outside the classroom.
- Provide best practices and social media tips.

SOCIAL MEDIA TIPS

1 | FREQUENCY

Try posting 2-3 times a week, this helps establish social media channels as a reliable source of the latest news and information.

2 | PLATFORMS

Post from your official school social media accounts. If your communication departments typically handle all social media, work with them to ensure your posts can go out when the outreach to families begins.

3 | INFLUENCERS

Ask your district leadership (e.g., superintendent, technology directors, and teachers) to share the posts to help spread the word.

- Even better, encourage them to share the post(s) with their own comments!

4 | CONTENT MIX

Use hashtags (see below) to maximize the number of people who see your posts, and RT appropriate content and tag other users where applicable.

5 | MULTIMEDIA

Visuals, videos, GIFs, and images are all effective ways to increase engagement and visibility with your audiences. Add images (such as the ones below) to your posts.

6 | CHANNELS

- **Twitter:** A great way to share updates and announcements. Perfect for quick posts about outreach beginning, or updates along the way!
- **Facebook:** Posts can be a bit longer, and share more than one photo (if you choose). Use this platform to both share updates and celebrate successes (for example, of student projects completed at home using technology).

SAMPLE SOCIAL POSTS

Remember that you are communicating with both students and families. Ensure your social media not only communicates news and information about your program to parents but enables students to mobilize themselves.

TWITTER

- Students: Have you had trouble connecting to #digitallearning lessons? Our staff is working on it! Reply to let us know about what's happening.
- Have you been trying to attend #remotelearning classes, but struggling to connect? We want to help! Reply to let us know and our staff will be in touch.
- If you are having trouble:
 - Viewing online videos from your teachers
 - Uploading / downloading assignments
 - Participating in online classesLet us know - we want to help you with #digitallearning!
- We're contacting students' families to understand technology needs before fall 2020. Look out for calls and emails from our district this week so that we can better address the #homeworkgap in our community!
- Attention families! Our staff is working to help connect students to the internet and devices to prepare for #remotelearning options this year. Stay on the lookout for calls or emails from our staff!
- Our number one priority is to keep students healthy, safe, and learning for Fall 2020. Part of that means all students need technology access outside of the classroom for #digitallearning. Look out for calls/emails from our staff this week to help us understand student access!
- Did you receive a call or email this week about technology access in your student's home? If so, we want to hear from you! Help us close the #digitaldivide in our school district by answering a few questions.
- The first step to addressing the #homeworkgap is understanding technology gaps. That's why our school is contacting families and working to find solutions for our students. Look out for calls and emails this week from our staff!

FACEBOOK

- We're preparing for the Fall of 2020 by ensuring all students can access #digitallearning opportunities outside of the classroom. To help, please make sure to answer **[Name of person 1, Name of Person 2, or Name of Person 3]**'s calls and emails this week and next, so we understand how to address technology needs for all students.
- Our staff has been working hard to contact families in our community this week! We'd love your help -if you get a call from this friendly face, please take a few minutes to speak with us. **[add photo of person/people calling]**
- With #digitallearning, our students and teachers have created incredible projects - like **[insert student project]**. We want to make sure all students in our school district can participate in #distancelearning activities like this. If our staff calls or emails your family this week, please help us complete a few questions about technology access so we can continue designing an incredible curriculum for our kids!

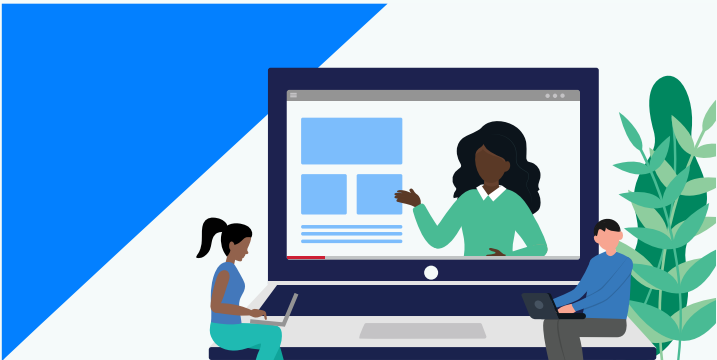
HOW TO TALK ABOUT THE HOME ACCESS CHALLENGE

- With over 55 million K-12 students out of school amidst the coronavirus pandemic, schools across the country are scrambling to deliver instruction virtually - but not everyone can log on.
- One of the challenges educators face in transitioning to remote learning is that over 9 million students, predominantly in low-income families, lack connectivity, and a dedicated learning device at home.
- As schools close their doors, the coronavirus pandemic has exposed America's homework gap. There has never been a more critical time to take action to ensure all students have access to the Internet outside the classroom.
- Identifying which students do not have access to the Internet or a dedicated learning device is the first step in delivering remote learning to all students this fall. Our community outreach work is one important step in that process, and we need everyone's help.

RELEVANT HASHTAGS

#homeworkgap
#digitaldivide
#remotelarning
#distancelearning
#digitallearning

SAMPLE IMAGES



DOWNLOAD IMAGE



DOWNLOAD IMAGE



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