

Social Media Toolkit

30th Anniversary of Charter Public Schools | 2021-2022

Table of Contents

- [Overview](#)
- [Leverage Your Online Community](#)
- [Messaging Tips](#)
- [Key Data to Share](#)
- [Sample Social Media Content](#)

Overview

Social media is an important tool that connects you with your audiences (e.g. parents, partners, allies, legislators, authorizers, etc.) Social media provides you the ability to share information about your organization, who you serve, your results and other timely information – as well as the opportunity to engage your community in your efforts and/or take action (e.g. Advocacy Day, recruitment efforts). This toolkit includes recommendations for how to amplify your messages and engage your audiences in your social media efforts.

Leverage Your Online Community

Charter public school teachers, staff, students and families are the most passionate and vocal advocates for the work our schools do. Make them aware of, and get them involved in, your efforts.

- Ask teachers, staff, students, and families to use their personal social media profiles (Facebook, Instagram, YouTube, Twitter, blogs, etc.) to promote their charter school experience.
- If you have a calendar feature on your school website, use it. Complete descriptions are also effective in letting the public know what's going on at your school.
- Ask your social media followers to share their favorite thing about your charter school, or about a favorite teacher, administrator, learning experience, etc. and tag your school/organization.
- Encourage your school community to engage with your social media posts with likes, shares and ReTweets.



- Tag your state charter schools association, the National Alliance for Public Charter Schools (@charteralliance), lawmakers, and use the **hashtag** #30YearsofChartering.

Follow along with the Institute on [Facebook](#), [Instagram](#), and [Twitter](#).

General Tips

- Use the 30th anniversary of chartering as a supporting point or hook to weave in other relevant issues facing your students and/or community.
- Share positive school stories, school events (see Community Engagement Toolkit at www.CharterLibrary.org/30th-anniversary-of-chartering), calls to action (e.g. sign up for our newsletter), trending content and news about broader education issues to increase awareness of and support for charter schools and boost engagement among your audiences.
- Be succinct. The character limit for Twitter is 280 characters. For more guidelines, see these [recommendations from Sprout Social](#).
- Remember to engage your audiences. Interact with your audiences (e.g., share, like, follow, re-tweet their content) and respond to comments when appropriate.
- Include some specifics about lessons learned this past year during the pandemic and what you will be doing differently this coming year as a result – illustrating the strength and flexibility of charters and their student-centered approach to learning.
- Use consistent hashtags including #CharterSchools for general posts and #30YearsofChartering to celebrate and amplify the 30th anniversary of chartering nationally.

Key Information to Share

- Communicate your school's mission, who you serve, how your school is unique, and that you're opening/growing to meet demand (if applicable).
- The year the charter schools act passed in your state.
- The number of charter schools, students, teachers served in your school/state.
- Your school's student demographics.
- Your school's student performance data.
- The students your school serves.
- Nationally, there are an estimated 3.6 million public school students attending more than 7,500 charter public schools across the country in 44 states, the District Columbia and the Territories of Guam and Puerto Rico.
- Nationally, charter schools are celebrating the 30th anniversary.
- For more Messaging tips, see the "Messaging Guide" at www.CharterLibrary.org/30th-anniversary-of-chartering.



Sample Social Media Posts

Below are sample social media posts your schools/organizations can use, and that can be shared on your personal social media channels.

Charter 101 Messages

- Did you know charter schools are public, free and open to all students regardless of zip code, race, ethnicity, income or ability level? Learn more [here \(insert link to website\)](#) #30YearsofChartering
- Charter schools are an important part of the public education system and reflect the diversity of the communities they serve. #CharterSchools
- There are no tests, entrance exams or other special requirements for admission to a charter school.
- At XX [\(insert name of your charter school\)](#), we give passionate teachers flexibility - free from bureaucracy - to teach creatively & deliver individualized ed every student deserves. [\(insert specific example here or in next post\)](#) #CharterSchools

September 2021: 30th Anniversary – Chartering Content

- #Charterschools represent the possibility that all parents in every community can send their kids to the school that's best for them. #30YearsofChartering
- The vision for #charterSchools & "chartering" can be traced back to civil rights lawyer, Kenneth B. Clark in 1968. Then & now chartering is an invitation of hope for communities. #30YearsofChartering CharterLibrary.org
- in 1991, the nation's first chartering legislation authored by former state senator Ember Reichgott Junge passed in Minnesota, transforming public ed for millions of students & families. #30YearsofChartering <https://rb.gy/5hayag>
- #Charterschools are transforming public ed in [state](#) since [XX](#). Thank you (@legislatorhandle and/or @leaderhandle) who helped pass our charter law & for giving families access to great public ed opportunities! #30YearsofChartering
- #Chartering is the key to unlocking educational opportunities for families & allowing educators and community members to hold our public education system accountable for making quality education available to all! #30YearsofChartering www.CharterLibrary.org/30years-sept-chartering
- #Charterschools give all students and families ownership over their destinies. [\(insert school example\)](#) #30YearsofChartering