**#NASDSE #EXPANDINGTHECLASSROOM SOCIAL MEDIA TOOLKIT

*How to Use The #ExpandingTheClassroom Social Media Toolkit***

For increased visibility, please use images, videos, GIFS, and other materials to make your messages stand out and make an impact.

Use the hashtags #NASDSE #ExpandingTheClassroom as well as your own organization’s name as a hashtag (for example #CASE or #NASP) to show solidarity and so that other like-minded organizations can join the conversation. Also, be sure to tag us @nasdse on Twitter, @nasdse1938 on Instagram. And don’t forget to tag your friends, colleagues, other like-minded organizations and influencers, too. Facebook tagging is now limited for some unfortunately.

Other activities you can engage in:

* How are you ensuring your students continue learning and thriving in your district/state? Remember to use the #ExpandingTheClassroom hashtag and tag us too at @nasdse on Twitter, or @nasdse1938 on Instagram. Feel free to use others if more than one fits (especially on Twitter)
* Tag partners in posts.
* Educators and instructional support personnel: Share photos of your lesson plans or how you prepare your lessons.
* Parents: Share photos or 30 second videos of your learning nooks, helping your children with their school work or getting a little outdoor exercise.
* Don’t forget to use our #ExpandingTheClassroom logo.
* **Use the #ExpandingTheClassroom Photo Frame on Facebook.**

**Sample Facebook, LinkedIn, Instagram and Twitter posts**

You can duplicate some of your activities on Facebook, Twitter and other platforms. And remember to add appropriate photos or GIFS to your posts for maximum exposure. Don’t forget the hashtags: #NASDSE #ExpandingTheClassroom (you can swap our organization’s hashtag for your own):

#Educators (or #SpeechTherapists, #OccupationalTherapists, #SchoolCounselors, etc.), helping students online is learning curve for us all. How are you helping students? #NASDSE #ExpandingTheClassroom

Despite the #coronavirus #pandemic, #educators, #educationleaders and #parents are helping students one day at a time, #ExpandingTheClassroom in new and innovative ways. #NASDSE

Share what a day in the life of an #educator (or #schoolleader, #districtleader #stateleader, etc) is like by telling us how you’re #ExpandingTheClassroom #NASDSE

#MyKidsAnArtist! Here’s a photo my child drew #ExpandingTheClassroom

Parents: What activities are you using to help your children thrive while #ExpandingTheClassroom?

#EducationStrong #ExpandingTheClassroom Here’s how we help students (Name your state or district) #NASDSE

#EducationStrong Here’s how I help my child keep up with his/her schoolwork #ExpandingTheClassroom #NASDSE

What does a lesson plan look like during our new normal? Highlighting my work (or district or state) #ExpandingTheClassroom #NASDSE

#Learning isn’t just for students. Here’s what I’ve learned while #ExpandingTheClassroom #NASDSE

#Never thought we’d be #ExpandingTheClassroom almost overnight! …(briefly share thoughts)

Please feel free to modify these messages and add appropriate images to use on different platforms. Follow #NASDSE #ExpandingTheClassroom for more as the week progresses:

**Things to keep in mind:**

**LinkedIn and Instagram**

LinkedIn is a more professional platform, so you'll want to tailor your message appropriately. Connect with others in the education and advocacy communities. Share stories, research, and facts about education. Highlight important issues that impact your work.

We suggest you post the blogs above on LinkedIn and the other sites and encourage people to have conversations. Don’t forget to revisit the posts, talk to people sharing content on the post and share their content as well!

Remember, you can tag only up to three people on IG

* You can also:
* Post videos
* Post related articles from other news outlets and associations
* Use hashtags related to your posts, including those from your organization so others can join the conversation
* Connect with thought leaders, legislators, fans, and other influencers by tagging them as well as your followers.
* Don’t forget to please tag @nasdse as well as your colleagues and friends.

**Note:** **Remember to only share images that you have permission to post on social media.**

On June 5th at 7 p.m. Eastern, we will hold a Twitter Chat discussion on our theme. We will post a blog with **five or six questions** we’ll share between 7-8 pm EST. and we encourage you to share good news and discoveries about how the pandemic has affected your work, and how you’re helping your state, district, students and parents during this time.