



## Sample Social Media Messages

(Jan. 24 – 30, 2016)

### Facebook Posts for Schools/Districts (always include a photo)

- The families of X,XXX students choose XXXXX School/District. (Highlight point of pride: unique education program, extracurricular, clubs, excelling students, excelling teachers, etc.)
- We know that parents have a choice when they select an educational setting for their children. We appreciate our parents' support and dedication to XXXXX School/District, and thank the families our X,XXX students in XXXXX School/District for choosing us!
- XXXX District is now accepting open enrollment applications for the 2015-2016 school year. Learn more about our exceptional educational programs at [www.xxxxx](http://www.xxxxx)
- (Name) chose XXXXX School for her son/daughter because... Why did you choose to be part of the XXXXX family?

### Facebook Posts for Parents

- I chose XXXXX School for (provide a specific item in the area of academics, extracurricular, sports, community).
- I know I have a choice in schools and I'm so glad I chose XXXXX School.
- My favorite thing about XXXXX School is... What's yours?
- I believe in local, neighborhood public schools because...
- My community is stronger because of its schools. Thanks, XXXXX School/District, for providing excellent choices and opportunities for our kids!

### Sample Tweets for Schools/Districts

- Parents of more than eight out of ten Arizona students choose public schools. #MySchoolChoice
- The families of x,xxx student choose XXXXX School/District. Thanks for your confidence in us. #MySchool Choice.

[www.azsba.org](http://www.azsba.org)

*Quality leadership and advocacy for children in public schools*



- Parents choose our (point of pride). Learn more at [www....](#) #MySchool Choice
- Give your student the right start. Make the XXXXX choice. Kindergarten enrollment begins (date). #MySchoolChoice

### **Sample Tweets for Parents**

- I chose XXXXX School for (provide a specific item in the area of academics, extracurricular, sports, community). Check it out at [www.](#) #MySchoolChoice
- It's School Choice Week and I'm so glad we chose XXXXX School. #MySchoolChoice