SOCIAL MEDIA KIT
How to Promote Your Inclusive Schools Week Celebration

1. Follow the INCLUSIVE SCHOOLS NETWORK social media accounts from your personal or organization's social media accounts.
   - Facebook: @inclusiveschoolsnetwork
   - Twitter: @ISchoolsNetwork
   - Follow our hashtags:
     #InclusiveSchoolsWeek #ISW2019
     #InclusiveSchools

2. Use the sample Facebook posts including hashtags and customize them for your celebration. Space them out for the weeks leading up to the celebration. We highly recommend using a variety of “shareables” to accompany your text. With each post, include one of the following:
   - A link to this year's Inclusive Schools Week celebration theme: https://bit.ly/30EZY52
   - Digital download from the Inclusive School Network website: https://bit.ly/2WJg990
   - Free celebration tools: https://bit.ly/2EqpEsC

3. Create a Facebook event for your celebration. Invite any appropriate guests to increase visibility. Please include the INCLUSIVE SCHOOLS NETWORK Facebook page (@inclusiveschoolsnetwork). Follow this link for helpful tips for creating Facebook events: https://www.facebook.com/help/131325477007622

4. Use the sample tweets and hashtags from your Twitter account. In addition, you can tweet to other local agencies whose followers might be interested in your celebration.

5. Add a synopsis of your celebration to your organization’s website and include a link to the Inclusive School Week theme page: https://bit.ly/30EZY52

SAMPLE POSTS

#InclusiveSchoolsWeek not only challenges schools to examine their environments and teaching practices but also offers tools and resources to help them adopt more inclusive teaching practices. I challenge each school in [insert the name of your school district, county, or state] to join me in celebrating Inclusive Schools Week and recognizing those teachers who are making education relevant for ALL. To celebrate, please visit http://inclusiveschools.org. #ISW2019 #InclusiveSchools

Inclusive teaching means presenting information in ways that are relevant and meaningful to each and every student. Discussion, hands-on learning experiences, and inquiry-based projects are all examples of inclusive teaching practices that have, again and again, been shown to improve academic achievement for all students. I challenge each school in [insert the name of your school district, county, or state] and across the nation and globe to join me in celebrating #InclusiveSchoolsWeek. To celebrate, please visit http://www.inclusiveschools.org

#ISW2019 #InclusiveSchools

#InclusiveSchoolsWeek is celebrated annually the first week in December by families, schools and organizations to highlight and celebrate the progress schools have made in implementing inclusive practices to ensure a quality education for an increasingly diverse student population. Learn more at www.inclusiveschools.org.

#ISW2019 #InclusiveSchools
SAMPLE TWEETS

We are excited to announce #InclusiveSchoolsWeek December 2-6, 2019! Join us as we celebrate the discovery, exploration, and achievement of ALL students! #ISW2019 #InclusiveSchools

We believe in opening doors to a more inclusive world. Celebrate #InclusiveSchoolsWeek December 2-6, 2019! #ISW2019 #InclusiveSchools

LINKS TO SOCIAL MEDIA SHAREABLES

Celebration Guide  

Mediap Kit  

Press Release  

Digital Downloads  

Hashtags

Other possible hashtags you can add to posts:

#inclusion
#inclusiveeducation
#inclusiondrivesnovation
#thinkinclusive
#diversity
#spedchat
#specialeducation
#seetheability
#seeitbeit
#itworks