





# Social Media Kit

## How to Promote Your Inclusive Schools Week Celebration

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- × 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 #ISW2021 #InclusiveSchools
  - × 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>
  - × 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>
  - × 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.
  - × 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>
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### 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>. #ISW2021 #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> #ISW2021 #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](http://www.inclusiveschools.org). #ISW2021 #InclusiveSchools

### SAMPLE TWEETS

- × We are excited to announce #InclusiveSchoolsWeek December 6-10, 2021!  
Join us as we celebrate the discovery, exploration, and achievement of ALL students  
#ISW2021 #InclusiveSchools
- × We believe in opening doors to a more inclusive world. Celebrate #InclusiveSchoolsWeek  
December 6-10, 2021! #ISW2021 #InclusiveSchools





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## LINKS TO SOCIAL MEDIA SHAREABLES

- × **Celebration Guide**
- × **Media Kit**
- × **Press Release**  
<https://tinyurl.com/e5yez7r5>
- × **Digital Downloads**  
<https://tinyurl.com/e5yez7r5>
- × **Hashtags**  
#InclusiveSchoolsWeek  
#ISW2021  
#InclusiveSchools
- × **Other possible hashtags you can add to your posts:**  
#inclusion  
#inclusiveeducation  
#inclusiondrivesnovation  
#thinkinclusive  
#diversity  
#spedchat  
#specialeducation  
#seetheability  
#seeitbeit  
#itworks

