Social Media Kit
How to Promote Your Inclusive Schools Week Celebration

☐ 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 #ISW2022 #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://inclusiveschools.org/inclusive-schools-week/
  - Digital download from the Inclusive School Network website: https://inclusiveschools.org/isw-basic-downloads/
  - Free celebration ideas: https://inclusiveschools.org/isw-featured-activities/

☐ 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://inclusiveschools.org/inclusion-in-action-2/
Inclusive Schools Week 2022

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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. #ISW2022 #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 #ISW2022 #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. #ISW2022 #InclusiveSchools

SAMPLE TWEETS

- We are excited to announce #InclusiveSchoolsWeek December 5-9, 2022! Join us as we celebrate the discovery, exploration, and achievement of ALL students #ISW2022 #InclusiveSchools

- We believe in opening doors to a more inclusive world. Celebrate #InclusiveSchoolsWeek December 5-9, 2022! #ISW2022 #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
  #ISW2022
  #InclusiveSchools
- Other possible hashtags you can add to your posts:
  #inclusion
  #inclusiveeducation
  #inclusiondrivesnovation
  #thinkinclusive
  #diversity
  #spedchat
  #specialeducation
  #seetheability
  #seeitbeit
  #itworks