



**READ BY GRADE THREE**  
SOCIAL MEDIA PLAYBOOK



# MICHIGAN SOCIAL MEDIA PLAYBOOK

## Introduction

This social media playbook is designed to leverage digital media channels to drive awareness and increase the reach of Michigan's statewide K-3 literacy campaign. The toolkit includes social media best practices, posts, and graphics to most effectively engage with parents in Michigan.

Intentional repetition is key to make an impact on social media. In addition to proposed posts, this toolkit includes recommendations of key individuals, organizations, resources, hashtags, and timing that support an effective, comprehensive social media engagement strategy.

For best results, revise, edit, and repurpose these messages and visuals to best suit the needs of Michigan's communications efforts.

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# SOCIAL MEDIA BEST PRACTICES



**2X** per week

**2** sentences max

use correct  
**sizes** for the  
platform

**tag** key influencers

**build** your network  
of stakeholders

**leverage** trending  
hashtags

Before implementing this social media strategy, consider a basic set of best practices to effectively leverage the materials you have and engage with your target audience: parents!

## Content

When posting, the key is to maintain a continual presence, publishing content at least two times per week. Optimal times to post are from Mondays to Thursdays in the early afternoon, when the target audience is most likely to be on social media. Content should also be short—no more than two sentences—to ensure that the audience can easily ascertain the key message and call-to-action.

Use engaging materials and visuals to supplement your content, whether it be photos or videos. The sizes of these photos vary depending on the platform.

## Tips for Effective Engagement

Make sure to create opportunities for interaction—whether you tag a key influencer or link to a critical resource on the Michigan Department of Education website. The content included in this playbook is primarily designed to engage parents and caregivers.

In turn, leverage any other dialogues or social media content that is focused on early literacy. Respond directly or share it out to your networks. As a part of your social media strategy, you will want to build your network of stakeholders interested in this issue who can disseminate your posts and messages. We have created opportunities to do this across the various social media posts.

Particularly for Twitter, make sure to monitor and leverage trending hashtags to reach additional target audiences and stakeholders—on a regional and/or national level. It is effective to use at least one hashtag per tweet to ensure you are reaching individuals beyond your network of followers.

# STATE PARTNERS/KEY INFLUENCERS



In order to increase social presence, it is critical to engage with—and re-broadcast content from—a variety of local partners invested in K-3 literacy. This helps to expand the reach of messages to other members of target audiences and can help generate momentum around the campaign.

See below for an initial list of partners across the state that are actively engaged in this issue across social media platforms—and can serve as a conduit to parents, policymakers, educators, and other key stakeholders. There are also posts in the editorial calendar that can be used to actively engage with these stakeholders.

However, monitor these accounts and websites when possible and, when relevant, respond directly to or re-post their content.

Partner	Website	Social Media handle/link
<b>Michigan's Children</b>	<a href="https://www.michiganschildren.org">https://www.michiganschildren.org</a>	Twitter: @MichChildren Facebook: /MichigansChildren
<b>MSU Extension Early Childhood Reading</b>	<a href="https://www.canr.msu.edu/early_childhood_reading/">https://www.canr.msu.edu/early_childhood_reading/</a>	Twitter: @MSUExtension
<b>Literacy Essentials</b>	<a href="http://literacyessentials.org/">http://literacyessentials.org/</a>	
<b>Early Childhood Investment Corporation</b>	<a href="http://www.ecic4kids.org/">http://www.ecic4kids.org/</a>	Twitter: @ecic4kids Facebook: /ecic4kids
<b>Michigan Reading Association</b>	<a href="https://www.michiganreading.org/">https://www.michiganreading.org/</a>	Twitter: @MichiganReading Facebook: /MichiganReading
<b>Reading Rockets</b>	<a href="https://www.readingrockets.org">https://www.readingrockets.org</a>	Twitter: @ReadingRockets Facebook: /ReadingRockets.org
<b>PBS Parents</b>	<a href="http://www.pbs.org/parents/">http://www.pbs.org/parents/</a>	Twitter: @PBSParents Facebook: /PBSParents
<b>United Way for Southeastern Michigan</b>	<a href="https://unitedwaysem.org/">https://unitedwaysem.org/</a>	Twitter: @unitedwaySEM Facebook: /UnitedWaySEM
<b>Literacy and Beyond</b>	<a href="https://www.literacyandbeyond.org/">https://www.literacyandbeyond.org/</a>	Facebook: /LiteracyandBeyond
<b>National Center for Families Learning</b>	<a href="http://www.familieslearning.org/">http://www.familieslearning.org/</a>	Twitter: @NCFL Facebook: /FamiliesLearning
<b>Beyond Basics</b>	<a href="http://www.beyondbasics.org/">http://www.beyondbasics.org/</a>	Twitter: @Beyond_basics Facebook: /read2rise

# TWITTER HANDLES TO LINK TO IN POSTS



In addition to key state partners, there are a collection of educators and other individuals that actively speak to K-3 literacy on Twitter—and offer significant exposure to parents across the state. See below for a list of those accounts and their handles for use in additional social media content. Also, make sure to follow and track these accounts, joining Twitter chats or engaging with their K-3 literacy-focused content.

<b>Name</b>	<b>Handle</b>	<b>Rationale</b>
<b>Michigan Library Association</b>	@MLAoffice	Statewide organization for public libraries with reach among educators, parents, and other stakeholders
<b>Michigan Association for Media in Education</b>	@MichiganMAME	Statewide organization for school librarians and media specialists, with significant reach among school-based literacy professionals
<b>Detroit Public Schools Community District</b>	@DetroitK12	Has significant reach among educators and parents
<b>Utica Community Schools</b>	@uticaschools	Has significant reach among educators and parents
<b>Tracy Horodyski, 2017 Michigan Teacher of the Year and reading interventionist/literacy coach</b>	@TracyHorodyski	Celebrated educator with reach among educators and parents
<b>Rep. Darrin Camilleri</b>	@darrincamilleri	Michigan state representative and former teacher who supports investment in early literacy
<b>Gov. Rick Snyder</b>	@onetoughnerd	Significant visibility and reach throughout state, supporter of early literacy

# KEY HASHTAGS TO INCLUDE IN POSTS



As mentioned earlier in the playbook, hashtags serve as a useful way to reach other state and national stakeholders that may not fall within your social media networks. They also provide an entry point into relevant, issue-based conversations that one can participate in—and, in turn, engage relevant members of a target audience.

**Here is a sampling of a few hashtags that are particularly salient in the state and are used on a frequent basis:**

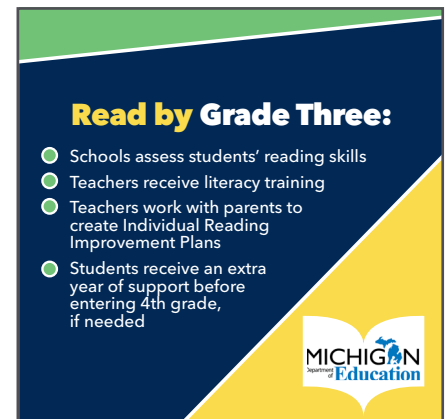
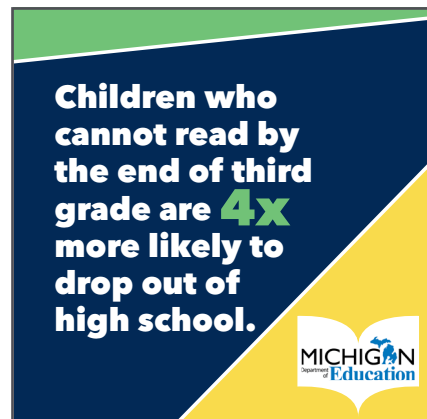
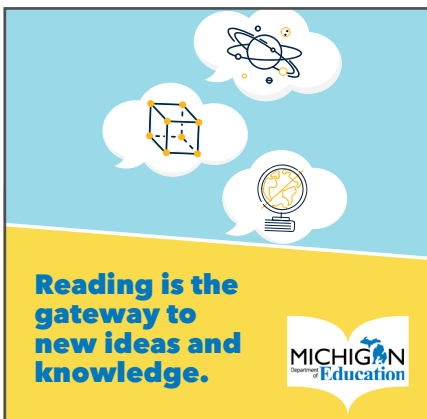
**#ReadbyGradeThree**  
**#MichiganLiteracy**  
**#MIreads**  
**#earlyliteracy**  
**#earlyreading**  
**#K3reading**

**To enter the national conversation and reach an even wider audience, here are hashtags that are used in K-3 literacy dialogues across the country.**

**#reading**  
**#education**  
**#educators**  
**#earlyed**  
**#elemschool**  
**#K12**  
**#PTchat**  
**#readacrossamerica**  
**#literacy**  
**#literacymatters**

# SOCIAL MEDIA ASSETS GRAPHICS

Linking posts to specific tools and information is an excellent way to leverage social media posts. The following digital graphics have been created for your use. Recommended use of visuals are also included in the editorial calendar.



**DOWNLOAD THE GRAPHICS >>>**

# SOCIAL MEDIA ASSETS PHOTOS

Below is a set of stock photos you can utilize to accompany your posts. Click on the photo to download it.



**DOWNLOAD THE PHOTOS >>>**

# SOCIAL MEDIA ASSETS VIDEOS

The video thumbnails below contain a Dropbox link so you can download the video. Once you upload the video to your YouTube channel, use that link for your social media posts.



**DOWNLOAD THE VIDEOS >>>**

# SOCIAL MEDIA ASSETS CALENDAR

Over the course of this playbook, there are a general set of social media best practices and strategies that allow stakeholders to most effectively convey key policy points and messages to parents and other stakeholders. Here, these recommendations are translated into practice, a set of Facebook and Twitter posts for 16 weeks to maintain momentum around the campaign and its goals.

This content is divided across topics such as the supports that Read by Grade Three provides, methods of parent engagement and Read by Grade Three policy components. There are also messages for use during the back-to-school season, Family Literacy Month, or even during the holidays.

With the additional recommendations around visuals, graphics, and other assets for use, this can serve as a roadmap to reach parents over the course of the campaign. The below calendar provides a framework that can be adjusted or built out further to meet additional needs and goals.



# SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Asset
9/3 - 9/7	Parent Engagement	Learning to read prepares children for success, and gives children the foundational skills they need to excel in all subjects. Learn more! <a href="http://bit.ly/MIEarlyLiteracy">http://bit.ly/MIEarlyLiteracy</a>	Learning to read prepares children for success #MIreads <a href="http://bit.ly/MIEarlyLiteracy">http://bit.ly/MIEarlyLiteracy</a>	Stock photo
	Labor Day	The holiday weekend is a great time to read with your child. What book will you be reading together?	The holiday weekend is a great time to read with the family! #literacymatters	Graphic: Read for 20 minutes every day
9/10 - 9/14	Celebrating Teachers	Let's celebrate our teachers. Share how your teacher is bringing reading to your child's classroom!	Let's celebrate our #teachers. Share how your teacher is bringing reading to your child's classroom!	Stock photo
	Importance of Reading	Strong reading skills serve as the foundation for future learning. Learn more: [link to animated video]	Strong #reading skills serve as the foundation for future learning. Learn more: [link to animated video]	Video link
9/17 - 9/21	Reading Strategies	Parent-teacher conferences are great ways to get to know your child's teacher, hear how your child is doing, and find out how you can support their reading!	Parent-teacher conferences are great ways to get to know your child's teacher and find out how you can support their reading! #MIreads	Stock photo
	Read by Grade Three	Learn more about how Read by Grade Three helps to ensure every child is a strong reader by the end of third grade. [link to animated video]	Learn more about how #ReadbyGradeThree helps to ensure every child is a strong reader by the end of third grade. [link to animated video]	Video link
9/24 - 9/28	Reading Strategies	Make reading fun! Singing songs and saying tongue twisters helps children learn new sounds in words.	Make reading fun! Sing songs and say tongue twisters to learn new sounds in words. #earlyliteracy	Graphic: Sing songs and say tongue twisters
	Reading Strategies	Choose the right books and ones of interest to your child. Make sure the books your child is reading are just right—not too hard and not too easy.	Make sure the books your child is reading are just right—not too hard and not too easy. #K3reading	Graphic: Ask your child's teacher...

# OCTOBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Asset
10/1 - 10/5	Parent Engagement	Parents play a key role in helping children improve their reading skills outside of the classroom. Check out our tips: [link to animated video]	Parents play a key role in helping children improve their reading skills outside of the classroom. Check out our tips: [link to animated video]	Video link
	Recognize a School	Tell us about your school! We want to know what you love about your school's reading efforts.	Tell us about your school & what you love about its #literacy efforts. #MIreads	Stock photo
10/8 - 10/12	Reading Strategies	Reading for 20 minutes every day with your child makes a big difference! Make it fun and active by using different voices for characters and asking questions about the story.	Reading with your children for 20 min. every day can improve study habits & promote a lifelong love of reading. #MIreads	Graphic: Read for 20 minutes every day
	Read by Grade Three	Michigan passed a comprehensive reading law, known as Read by Grade Three, to support literacy achievement by the end of third grade. Learn more: [link to animated video]	#ReadbyGradeThree is a reading law to support young readers in Michigan. Learn more: [link to animated video]	Video link
10/15 - 10/19	Importance of Reading	Reading is the gateway to new ideas and knowledge. Building literacy skills early in life prepares children for success.	Reading is the gateway to new ideas and knowledge, and prepares children for success. #MichiganLiteracy	Graphic: Reading is the gateway to knowledge
	Reading Strategies	Make sure books are around. Your child will be more likely to pick up a book and read if they are out in the open and easy to find!	Make sure books are around. Your child will be more likely to pick up a book and read if they are out in the open and easy to find! #MIreads	Stock photo
10/22 - 10/26	Importance of Reading	Reading on grade level by the end of third grade gives children the skills they need to excel in all subjects, from 4th grade all the way through high school.	Reading on grade level by the end of third grade gives children the skills they need to excel. #earlyliteracy #K3reading	Graphic: Reading is the gateway to knowledge
	Parent Engagement	"Witch" books are your children reading this Halloween? Share some of your fall favorites!	"Witch" books are your children reading this Halloween? #MichiganLiteracy	Stock photo

# NOVEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Asset
10/29 - 11/2	Reading Strategies	Ask your child questions to help them better understand what they are reading.	Ask your child questions to help them better understand what they are reading. #MIreads	Stock photo
	Parent Engagement	It's never too early to help children develop literacy skills! Sing and talk to your child as often as possible.	Start a love of reading early! Sing and talk to your child as often as possible from an early age #earlyliteracy	Graphic: Sing songs and say tongue twisters...
11/5 - 11/9	Family Literacy Month	It's Family Literacy Month! Celebrate by changing your profile picture to a photo of your family reading together.	It's #FamilyLiteracyMonth! Post a photo of your family reading together #MichiganLiteracy	Stock photo
	Parent Engagement	We want to prepare all of our children to excel in reading, and schools can't do it alone. As parents, you have an important role to play in helping your child become a strong reader. [link to video]	As parents, you have an important role to play in helping your child become a strong reader. Learn tips to support #reading: [link to video]	Video link
11/12 - 11/16	Importance of Reading	Children who cannot read by the end of third grade are four times more likely to drop out of high school. But with mastery of reading skills, your child is more likely to graduate high school, and be prepared for their future.	Children who can't read by the end of 3rd grade are 4x more likely to drop out of high school. #literacymatters	Graphic: Children who cannot read...
	Family Literacy Month	It's Family Literacy Month! Make it a goal to read for 20 minutes with your child every day this month.	It's #FamilyLiteracyMonth! Make it a goal to read for 20 minutes with your child every day this month. #MIreads	Graphic: Read for 20 minutes every day
11/19 - 11/23	Thanksgiving	Spending time with family this Thanksgiving break? Sit down with your favorite books and find time to read together!	Spending time with family this Thanksgiving break? Sit down with your favorite books and find time to read together! #MIreads	Graphic: Reading is the gateway to new ideas
	Thanksgiving	We're thankful for great teachers and school staff for supporting all young readers. Let an educator know you appreciate what they do!	We're thankful for great teachers and school staff for supporting all young readers. #ReadbyGradeThree	Stock photo
11/26 - 11/30	Importance of Reading	When students enter 4th grade as strong readers, they are better prepared to learn, graduate, and succeed in life.	When students enter 4th grade as strong readers, they are better prepared to learn, graduate, and succeed in life. #ReadbyGradeThree	Stock photo
	Read by Grade Three	Read by Grade Three focuses on identifying struggling readers early and giving them the supports they need to read on grade level by the end of third grade.	#ReadbyGradeThree helps teachers identify struggling readers early and give them #reading supports.	Graphic: Read by Grade Three

# DECEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Asset
12/3 - 12/7	Reading Strategies	Ask your child questions about what they read. Talking about the words in the book helps them understand what they are reading.	Ask your child questions about what they read. Talking about the words in the book helps them understand what they are reading. #MIreads	Stock photo
	Parent Engagement	What is one of the greatest gifts a parent can give? The gift of literacy! Read together for 20 minutes each day to build a foundation for future academic success.	This holiday season, give the gift of #literacy and read with your child. #MIreads	Graphic: Read for 20 minutes every day
12/10 - 12/14	Importance of Reading	Reading empowers children to stretch their imaginations, explore their world, and discover all of its exciting possibilities.	Reading empowers children to stretch their imaginations and explore their world. #earlyliteracy	Graphic: Reading is the gateway to new ideas
	Read by Grade Three	Parents play an important role in helping their children become strong readers. That's why teachers work with parents to create reading plans and share tips for reading at home. [link to animated video]	Teachers and parents are partners in helping children become strong readers. #ReadbyGradeThree [link to animated video]	Video link
12/17 - 12/21	Parent Engagement	School's out, books out! Take some time this holiday break to read with your child and as a family. Ask your child's teacher for book recommendations!	School's out, books out! Take some time this holiday break to read with your child and as a family.	Graphic: Ask your child's teacher...
	Reading Strategies	It's almost time for New Year's resolutions! Make some reading goals with your child for the new year.	It's almost time for New Year's resolutions! What will your reading goals be for the new year? #MIreads	Stock photo