



COLORADO SOCIAL MEDIA PLAYBOOK

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INTRODUCTION

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

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 re-purpose these messages and visuals to best suit the needs of your communications efforts.

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SOCIAL MEDIA BEST PRACTICES



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.

Make sure to 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

The content included in this playbook is primarily designed to engage parents and caregivers. Create opportunities for interaction—whether you tag a key influencer or link to a relevant resource such as the Read Now Colorado website. The content included in this playbook is designed to ensure that parents and other stakeholders are afforded the opportunity to learn more about the cause—or support their child’s early reading.

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 that 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 leverage trending hashtags to reach additional target audiences and stakeholders—whether on a regional 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.

2X per week

2 sentences max

use correct
sizes for the
platform

tag key influencers

build your network
of stakeholders

leverage trending
hashtags

STATE PARTNERS/KEY INFLUENCERS



It is critical to engage with—and re-broadcast content from—a variety of local partners invested in K-3 literacy 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. This is the result of external research and a social listening analysis conducted earlier this year. There are also posts in the editorial calendar that can be used to actively engage with these stakeholders.

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

Partner	Website	Social Media handle/link
CO Children's Campaign	http://www.coloradokids.org	Twitter: @ColoradoKidsOrg Facebook: @coloradokidsorg
Colorado Succeeds	http://www.coloradosucceeds.org	Twitter: @COSucceeds Facebook: @coloradosucceeds
Denver Metro Chamber of Commerce	https://denverchamber.org	Twitter: @DenChamber Facebook: @denvermetrochamber
Mile High United Way	http://www.unitedwaydenver.org	Twitter: @UnitedWayDenver Facebook: @unitedwaydenver
Democrats for Education Reform Colorado	https://dfer.org/chapters/dfer-colorado/	Twitter: @DFER_News Facebook: @DemocratsforEducationReform
Colorado Department of Education	https://www.cde.state.co.us	Twitter: @codepted Facebook: @codepted
Colorado State Library	https://www.cde.state.co.us/cdelib	Twitter: @COStateLibrary
Colorin Colorado	http://www.colorincolorado.org/families	Twitter: @ColorinColorado Facebook: @ColorinColorado.org
US Department of Education	https://www.ed.gov	Twitter: @usedgov Facebook: @ED.gov
PBS Parent	http://www.pbs.org/	Twitter: @pbsparents Facebook: @PBSparents
Reading Rockets	http://www.readingrockets.org	Twitter: @ReadingRockets Facebook: @ReadingRockets.org

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.

Name	Handle	Rationale
Noah Geisel - Teacher of the year	@SenorG	Educator that can advocate for the importance of K-3 reading
Melissa Taylor - prominent writer/blogger	@ImaginationSoup	Significant parent audience for her blog posts
Kyle Schwartz - 3rd grade teacher and prominent state-wide education advocate	@kylemschwartz	State-wide advocate that can galvanize policy attention around the Parent Pledge and K-3 reading
Mayor Hancock - Mayor of Denver	@MayorHancock	Significant visibility and can engage with a wide variety of audiences, including policymakers
Growing Readers Together - Early literacy focused organization	@GrowingReadersT	Key vehicle, with support from CDE and CO State Library, for early-literacy focused training and resources
Colorado State Library - Key literacy stakeholder	@COStateLibrary	Offers a wide variety of literacy programs that parents across the state can leverage throughout the school year

KEY HASHTAGS TO INCLUDE IN TWITTER POSTS



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:

#StandforChildrenCO

#earlyliteracy

#teamDPS

#everychildsucceeds

#edcolo

#READAct

#FamilyEngagement

#AfAmEdTalk

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

#k3reading

#reading

#glreading

#education

#nced

#readacrossamerica

#educators

#earlyed

#elemschool

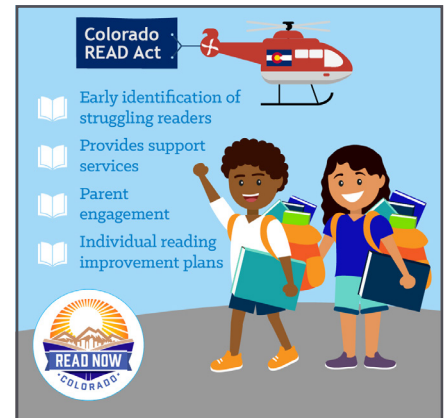
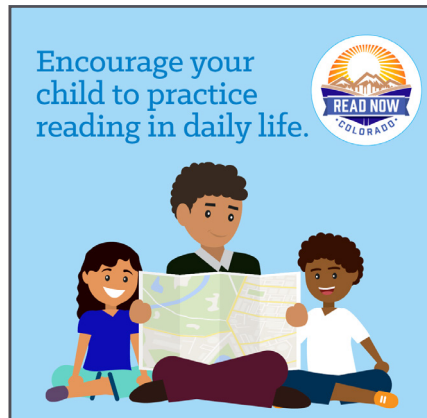
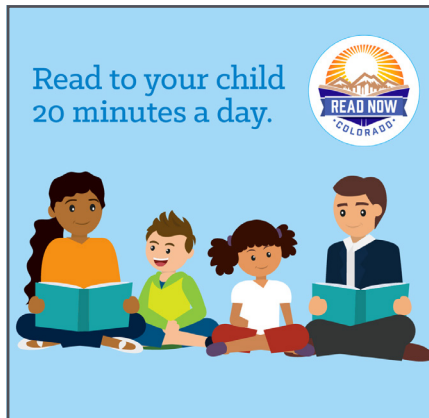
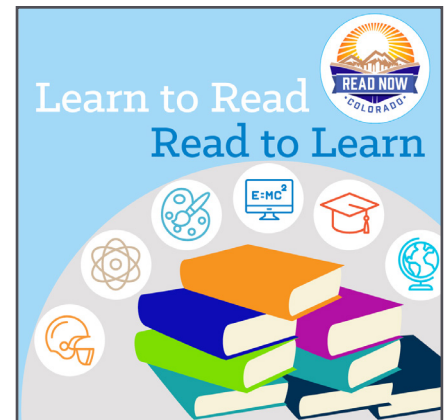
#k12

#PTchat

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.

Click on a social media graphic image below to download it.



SOCIAL MEDIA ASSETS STOCK PHOTOS

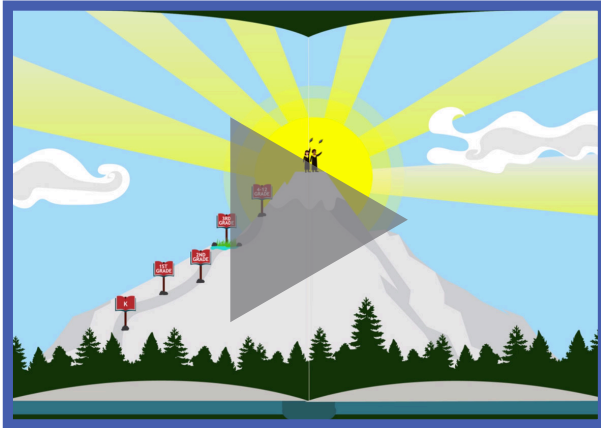
Below is a set of stock photos you can utilize to accompany your posts.
Click on the photo to download it.



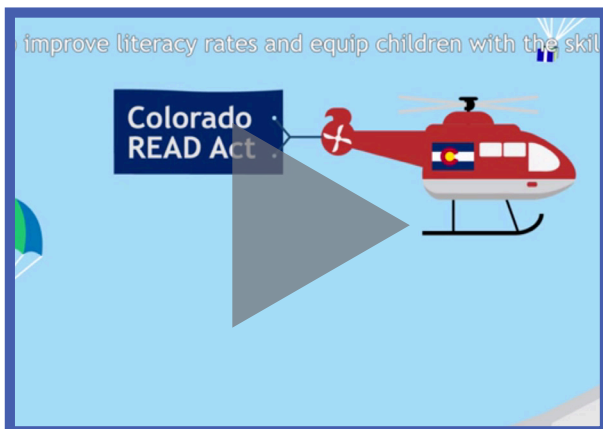
SOCIAL MEDIA ASSETS VIDEOS



The video thumbnails below contain the 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.



Full length video: Highlights the importance of reading before the end of third grade, the READ Act, and reading strategies



Short Video: READ Act



Short Video: Reading Strategies

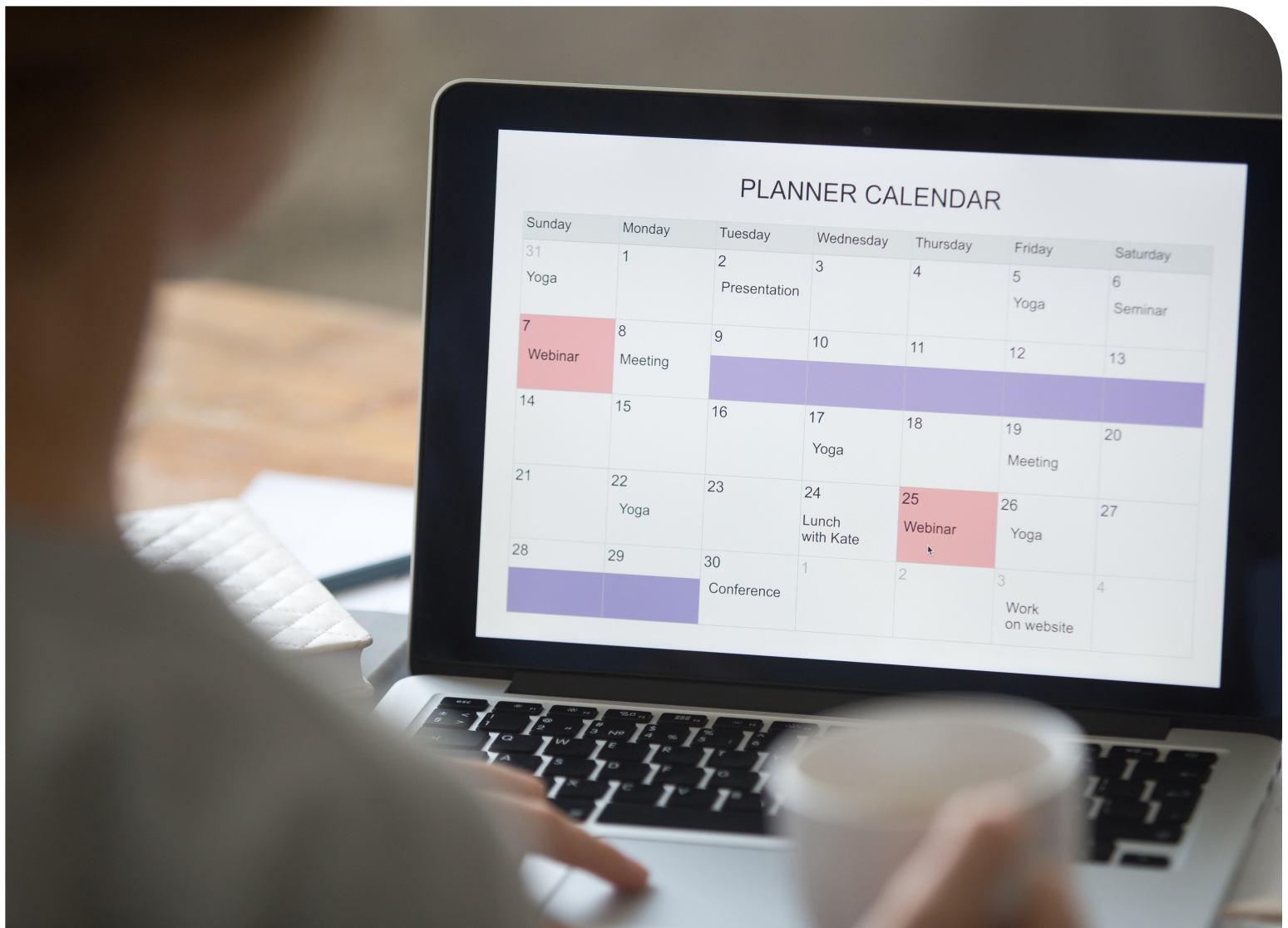
SOCIAL MEDIA CONTENT CALENDAR



This playbook includes a general set of social media best practices and strategies that help individuals most effectively convey key policy points and messages to parents and other stakeholders. Here, these are translated into practice through a set of Facebook and Twitter posts for each week, leading into the end of the year.

These posts seek to maintain momentum around the campaign and achieve policy goals—whether it be the parent pledge, fostering strong relationships between parents and teachers, or high-quality, evidence based programs.

This content is divided by category, with additional recommendations around visuals, graphics, and other assets. Please adjust or expand upon what was provided to meet additional goals or respond to spontaneous, relevant events.



AUGUST SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
8/7-8/11	Parent Engagement	Get your child excited for the school year ahead, read with them 20 mins a day!	Get your child excited for the school year ahead, read with them 20 mins a day! #k3reading	Graphic: Reading strategies
	Parent Engagement	Parents: ReadNowColorado.org has tips and resources to support your reader! http://bit.ly/2tSHX28	Join parents across #Colorado & support children's reading! Take our pledge & receive literacy tips/ resources. http://bit.ly/2tSHX28	Stock Image: Child reading with parent
	Importance of Reading	Students who enter fourth grade capable of reading and able to use their reading skills to learn, are positioned with a much higher probability for high school graduation and future success!	Students who enter 4th grade capable of reading and able to use reading skills to learn, are positioned for success!	Graphic: Read to learn, learn to read
8/14-8/18	READ Act	Did you know the Colorado READ Act provides supports starting in kindergarten to ensure all children are reading by the end of 3rd grade? Learn more now. [Link to social media short on READ Act]	Here in #Colorado, we know #earlyliteracy is critical for all of our children. The #READAct ensures all students are successful. [Link to social media short on READ Act]	Short video: READ Act
	Read Now Colorado	Help your child make the leap to becoming an independent reader. Learn more now! : http://bit.ly/2tSHX28	Help your child make the leap to becoming an independent reader. Learn more now! http://bit.ly/2tSHX28	Stock photo: Parent reading with children
	Parent Engagement	Help your child build critical thinking skills by asking them to reflect on what they are reading!	Help your child build critical thinking skills by asking them to reflect on what they are reading!	Short video: Reading strategies

AUGUST SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
8/21-8/25	Importance of Reading	Did you know that children who cannot read by the end of third grade are 4x more likely to drop out of high school? Make reading a priority!	Reading matters! Children who cannot read by the end of 3rd grade are 4x more likely to drop out of high school	Graphic: 4x more likely
	Parent Engagement	Get to know your children's teachers. Together, you can watch your child's reading progress and learn how to help at home.	Back to school is key to build a partnership with your child's teacher: monitor reading progress/learn how you can help! [Link to social media short on parent tips]	Graphic: Reading strategies
	Importance of Reading	Help your child reach new heights by ensuring they read proficiently by the end of 3rd grade. http://bit.ly/2tuQqJ1	Help your child reach new heights by ensuring they read proficiently by the end of 3rd grade. #READAct http://bit.ly/2tuQqJ1	Graphic: Reach new heights
8/28-9/1	Importance of Reading	When students receive the full benefits of the READ Act, reading difficulties are reduced by 60%	When students receive the full benefits of the READ Act, reading difficulties are reduced by 60%	Graphic: When students receive
	Importance of Reading	Did you know? Reading proficiently by the end of 3rd grade is one of the best predictors of future success. Let's help our students succeed. http://bit.ly/2tSHX28	Did you know? Reading proficiently by the end of 3rd grade is one of the best predictors of future success. #edcolo	Graphic: Read to learn, learn to read
	Parent Engagement	You can build literacy skills with your child every day! Check out PBS parents reading activities for great ideas! http://to.pbs.org/KCKviK	Build literacy skills with your child every day! Check out ideas from @pbsparents http://to.pbs.org/KCKviK	Stock photo: Parent reading with child

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
9/4 - 9/8	Parent Engagement	Make sure reading is on your back-to-school to-do list! Learn more about the importance of reading. http://bit.ly/2tSHX28	Make sure reading is on your back-to-school to-do list! Learn more about the importance of reading. http://bit.ly/2tSHX28	Link to: Read Now Colorado
	Read Now Colorado	Let's equip all children in Colorado with the reading abilities they need so they have the skills needed to conquer any summit they desire. Learn more now: [link to video]	Let's equip all children in Colorado with the reading abilities they need so they have the skills for success. [link to video]	Animated video
	Parent Resource	Colorin Colorado offers bilingual reading strategies you can use with your children. Explore their website now: http://bit.ly/2tuQqJ1	Check out @ColorinColorado bilingual reading strategies. http://bit.ly/2tuQqJ1	Link to: Colorin Colorado
9/11 - 9/15	READ Act	The READ Act helps more CO students read on grade level by 3rd grade so every child succeeds. [Link to short video on READ Act]	The #READAct helps more CO students read on grade level by 3rd grade so #everychildsucceeds. [Link to short video on READ Act]	Short Video: READ Act
	Importance of Reading	Children who struggle to read in third grade are more likely to be left behind. Let's unite to close the gap.	#DidYouKnow that struggling readers in 3rd grade are at risk of falling behind? #edcolo	Graphic: 4x more likely
	Parent Resource	Do you need ideas about how to support a struggling reader? Reading Rockets can help! Learn more now: http://bit.ly/1nlbRgb	Do you need ideas about how to support a struggling reader? Reading Rockets can help! Learn more now: http://bit.ly/1nlbRgb	Link to: Reading Rockets

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
9/18 - 9/22	Parent Engagement	Share your passion for helping all children read proficiently by 3rd grade! Join our literacy campaign launch and attend workshops for tips and resources to support your child's reading and success. http://bit.ly/2tSHX28	Join parents across CO in supporting children's reading. http://bit.ly/2tSHX28	Link to: Read Now CO website
	Importance of Reading	Beginning in fourth grade and beyond, your child must be prepared to read to learn across all subject areas.	Beginning in fourth grade and beyond, your child must be prepared to read to learn across all subject areas.	Graphic: Learn to read, read to learn
9/25 - 9/29	READ Act	When students receive the full benefits of the READ Act, reading difficulties are reduced by 60%.	When students receive the full benefits of the READ Act, reading difficulties are reduced by 60%.	Graphic: When students receive
	Parent Engagement	Visit your local library and explore their programs to support your child's reading journey. http://bit.ly/2uQioD3	Visit your local library to support your child's reading journey @COStateLibrary. http://bit.ly/2uQioD3	Stock photo: Child at library
	Importance of Reading	Did you know that nearly 90 percent of students who drop out of high school were struggling readers in the third grade? Read with your kid today to ensure a future of success!	90 percent of high school dropouts were struggling readers in 3rd grade. Read with your kid today for a future of success!	Graphic: Reading empowers

OCTOBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
10/2 - 10/6	Parent Engagement	Parent-teacher conferences are great ways to get to know your teacher, hear how your child is doing, and find out how you can support their reading!	Parent-teacher conferences are great ways to learn how to support your child's reading!	Stock photo: Child reading
	Parent Engagement	Tell us about your school! We want to know what you love about your school's literacy efforts.	Tell us about your school! Share what excites you about your school's literacy efforts. #literacy	Stock photo: School library
	Parent Engagement	Check out the U.S. Department of Education's reading tips for parents! http://bit.ly/2vTj2MQ	Check out @usedgov for some great reading tips for parents! http://bit.ly/2vTj2MQ	Link to: DOE reading tips
10/9 - 10/13	Importance of Reading	Before 3rd grade, students are learning to read. After 3rd grade, students are reading to learn. Help your children make the leap today! [link to short video on reading strategies]	#LiteracyMatters Before 3rd grade, students are learning to read. After 3rd grade, students are reading to learn. [link to short video on reading strategies]	Graphic: Learn to read, read to learn
	Read by Grade 3	Reading gives students the tools to reach new heights. Watch this video to learn about how CO is taking action to ensure all students read at or above grade level before the end of 3rd grade. [link to animated video]	Watch this video to learn about how CO is taking action to ensure all students read at or above grade level. #Read [link to animated video]	Link to: Read Now Colorado
10/16 - 10/20	READ Act	The READ Act helps more Colorado students get on track to read on grade level by the end of third grade. Learn how now. Link to social media short	Here in #Colorado, we know #earlyliteracy is critical for all of our children. The #READAct ensures all students succeed. [Link to video short on READ Act]	Short video: READ Act
	Parent Engagement	The ability to read by the end of third grade is a critical predictor of lifelong academic success. Learn about our pledge to see how to make this possible for all of our students. http://bit.ly/2tSHX28	Get started on a 3 part plan that ensures your child makes the leap to becoming an independent reader! Learn more: http://bit.ly/2tSHX28	Link to: Read Now Colorado website

OCTOBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
10/16 - 10/20	READ Act	The READ Act helps more Colorado students get on track to read on grade level by the end of third grade. Learn how now. Link to social media short	Here in #Colorado, we know #earlyliteracy is critical for all of our children. The #READAct ensures all students succeed . [Link to video short on READ Act]	Short video: READ Act
	Parent Engagement	The ability to read by the end of third grade is a critical predictor of lifelong academic success. Learn about our pledge to see how to make this possible for all of our students. http://bit.ly/2tSHX28	Get started on a 3 part plan that ensures your child makes the leap to becoming an independent reader! Learn more: http://bit.ly/2tSHX28	Link to: Read Now Colorado website
10/23 - 10/27	Importance of Reading	Encouraging your child to read now is an investment in their future success.	Encouraging your child to read now is an investment in their future success.	Graphic: 4x more likely
	READ Act	See the great strides we are making in early literacy in Colorado. Learn how the READ Act is helping young readers. http://bit.ly/2gSG8R7	See the great strides we are making in Colorado. Learn how the #READAct is helping young readers. http://bit.ly/2gSG8R7	
10/30 - 11/3	Parent Engagement	Encourage your child to read in daily life! Ask your child to read out loud the recipe when cooking dinner or call out the signs on the drive to school. [link to social media on parent tips]	Make #reading part of your everyday routine! Have children read street signs and labels while grocery shopping. [social media short on parent tips]	Graphic: Reading strategies
	Parent Pledge	Learn about the power of reading, read to your child every day, and talk to your child's teacher—a three-part plan to help inspire a love for reading. See how your support can make the difference this school year. http://bit.ly/2tSHX28	Get started on a 3 part plan that ensures your child makes the leap to becoming an independent reader! Learn more: http://bit.ly/2tSHX28	Link to: Read Now Colorado

NOVEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
11/6 - 11/10	Family Literacy Month	It's Family Literacy Month! To mark the occasion, change your profile picture to a picture of your family reading together.	It's Family Literacy Month! - Post a picture of your family reading together. #FamilyLiteracyMonth	Visual of parent reading to a child
	Reading Strategies	Ensuring your child reads before the end of the third grade helps them climb to academic and life success. Here are tips to help! [link to short video on reading strategies]	Ensuring your child reads before the end of the third grade helps them climb to academic and life success. [link to short video on reading strategies]	Short video: Reading strategies
11/13 - 11/17	Family Literacy Month	It's Family Literacy Month! Make sure to find 20 minutes to read with your child every day this month.	It's Family Literacy Month! Make sure to find 20 minutes to read with your child every day this month! #edcolo #FamilyEngagement	Graphic: Read 20 mins a day
	Parent Pledge	The parent-teacher partnership is key to learning to read. Our pledge helps you make a real difference in your child's reading. See how to put this partnership into action. http://bit.ly/2tSHX28	Parents & teachers are partners! Make sure to ask your child's teacher these questions about their reading progress http://bit.ly/2tSHX28	Link to: Read Now Colorado
	Parent resources	Get some great ideas to keep your child engaged with reading over the Thanksgiving break! Check out PBS parents now: http://to.pbs.org/KCkviK	Explore @pbsparents NOW for ideas to keep your child engaged w/reading during Thanksgiving!: http://to.pbs.org/KCkviK	Link to: PBS Parents
11/20 - 11/24	Reading Strategies	Thanksgiving Break is a great time to read together. Sit down together with your child to read their favorite book.	Thanksgiving Break is a great time to read together with your child. #literacy #familyengagement	Stock image: Child reading
	Parent Pledge	Teaching children to read is a team effort! Read Now Colorado is here to help. http://bit.ly/2tSHX28	@MayorHancock knows that teaching children to read is a team effort. #teamDPS http://bit.ly/2tSHX28	Stock image of kids reading
11/27 - 12/1	Parent Engagement	Make the most of the last week of Family Literacy Month. Early reading support makes the difference! Learn how Colorado is taking action! [Link to animated video]	Make the most of the end of Family Literacy Month by learning how CO supports its young readers. #FamilyEngagement [Link to animated video]	Graphic: Policy components
	Importance of Reading	Did you know that only 39% of Colorado's 4th graders can read at grade level? Learn how the Read Act is making a difference! (link to video short on policy components)	Did you know that only 39% of CO 4th graders read proficiently? Learn about CO's efforts. #edcolo (link to video short on policy components)	Graphic: 60% graphic

DECEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
12/4 - 12/8	Importance of Reading	Learning to read before the end of third grade helps you child make the transition t reading to learn. Let's help our children begin to realize their potential. http://bit.ly/2tSHX28	Learning to read before the end of 3rd grade helps you child make the transition to reading to learn. #READAct	Graphic: Learn to read, read to learn
	Parent Pledge	Parents--it's not too late! Check out ReadNowColorado.org for tips and resources to support your young reader! http://bit.ly/2tSHX28	By taking our pledge & using our #literacy tips & resources, you can support your child's reading! http://bit.ly/2tSHX28	Link to: Read Now Colorado website
12/11 - 12/15	Importance of Reading	Literacy is the greatest gift a parent can give their children!	#Literacy is the greatest gift a parent can give their children. #edcolo	Graphic: Reading strategies
	READ Act	Students who can't read proficiently by the end of 3rd grade are 4x more likely to drop out of high school. Learn how the #READAct helps.	Students who can't read proficiently by the end of 3rd grade are 4x more likely to drop out of high school. Learn how the #READAct helps.	Visual of policy components
12/18 - 12/22	Parent Engagement	School's out, books out! Don't forget to keep reading with your children over the Holiday Break. Check out Reading Rockets for some great ideas! http://bit.ly/13zJFZg	School's out, books out! Go to @ReadingRockets for ideas to keep your children reading children over break. http://bit.ly/13zJFZg	Link to: Reading Rockets
	READ Act	The READ Act improves early literacy outcomes by identifying our state's most struggling readers in grades K-3 and offers resources to schools and families to help students reach proficiency. (link to video short on the Read Act)	The #READAct offers resources to families to help students reach reading proficiency. (link to video short on the Read Act)	Video short on policy components