

Read to Achieve

Social Media Playbook



NORTH CAROLINA SOCIAL MEDIA PLAYBOOK

Introduction

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

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 North Carolina's 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!

2X per week

2 sentences max

use correct sizes for the platform

tag key influencers

build your network of stakeholders

leverage trending hashtags

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 such as NC Reads. The content included in this playbook is primarily designed to engage parents and caregivers. Make sure to create opportunities for interaction—whether you tag a key influencer or link to a relevant resource such as NC Reads.

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.

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 when possible, and when relevant, respond directly to or re-post their content.

Partner	Website	Social Media Handle/Link
Smart Start	http://www.smartstart.org	Twitter: @ncsmartstart Facebook: @smartstart
NC Early Childhood Foundation	http://buildthefoundation.org	Twitter: @ncecf
NC Early Learning Network	http://nceln.fpg.unc.edu	
North Carolina Chamber of Commerce	https://ncchamber.net	Twitter: @NCChamber
Ready for School, Ready for Life	http://getreadyguilford.org	Twitter: @4school4life Facebook: @getreadyguilford
Early Childhood Technical Assistance Center	http://ectacenter.org	Twitter: @ECTACenter Facebook: @ECTA Center
Hill Center Reading Achievement Program	https://www.hillcenter.org/professional-development/hillrap#.WXEZ12VT6IU	Twitter: @HillCenter Facebook: @DurhamHillCenter
United Way of Pitt County Early Learning Coalition	https://www.uwpcnc.org/early-literacy-coalition	Twitter: @UnitedWay_PittC Facebook: @UnitedWayPittCo
Serve Center - UNC Greensboro	http://www.serve.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
Union County School - prominent school district	@UCPS_MonroeNC	Has significant reach among educators and parents—particularly with a focus on literacy
New Hanover County School - prominent school district	@NewHanoverCoScho	Has significant reach among educators and parents—particularly with a focus on literacy
TracyZimmerman - Executive Director of the NC Early Childhood Foundation	@TracyZimmerman	Leading early literacy advocate in the state
Andrew Houlihan - Superintendent of Union County Public Schools	@AGHoulihan	Leads a literacy-focused school district
John Hood - President of John William Pope Foundation	@JohnHoodNC	Significant role in giving for education programs across the state
Gary Salamido - Head of NC Chamber of Commerce	@GSalamido	Has significant reach among the business and political communities in the state
Jim Whitehurst - CEO of Red Hat	@JWhitehurst	Prominent entrepreneur focused on literacy

KEY HASHTAGS TO INCLUDE IN TWITTER 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:

#ReadtoAcheive
#NCReads
#NCEdFacts
#literacymatters
#kidoNomiCs

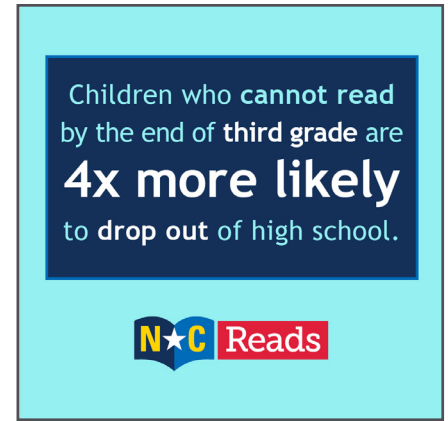
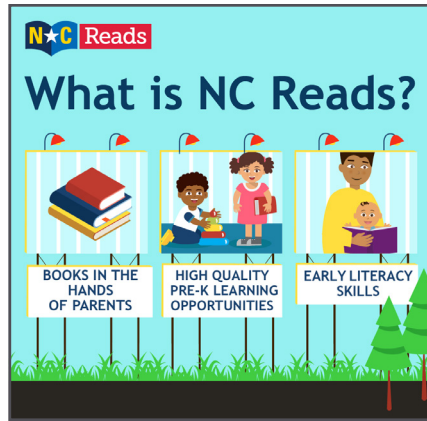
To enter the national conversation and reach an even wider audience, here are following hashtags that are used in K-3 literacy dialogues across the country.

#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 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



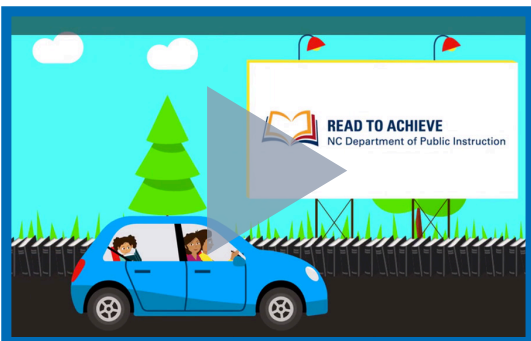
The video thumbnails below contain the Dropbox link so you can download the video. Once you upload the video to your YouTube channel, use that link for your social media posts.



Full Length Video



Short Video: NC Reads



**Short Video:
Read to Achieve**



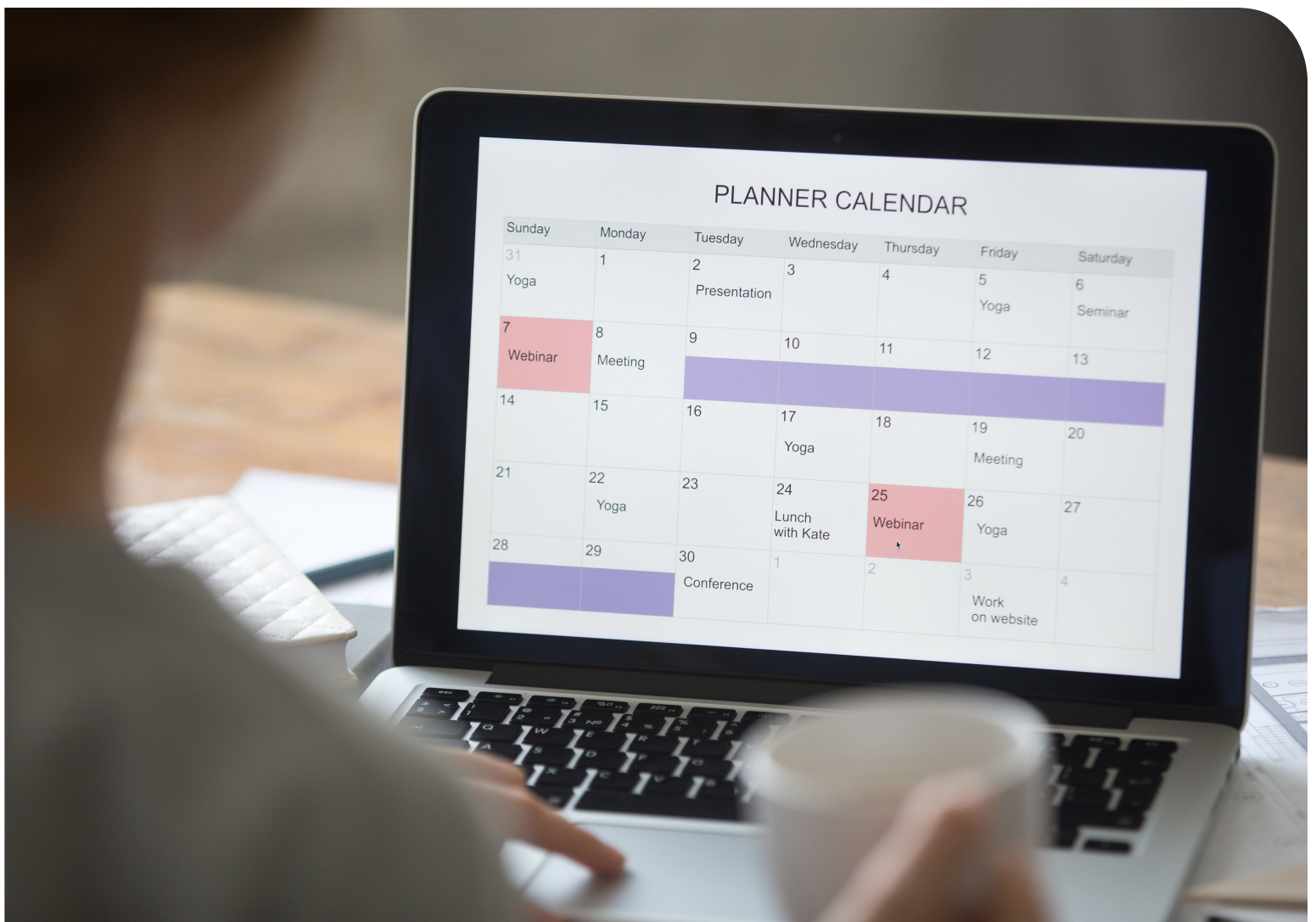
**Short Video:
Parent Tips**

SOCIAL MEDIA CONTENT 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 NC Reads provides, methods of parent engagement and Read to Achieve 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.



AUGUST SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
8/7 - 8/11	NC Reads	Did you know that NC Reads works to ensure that preschool and elementary students have books to read at home? Learn more about the services NC Reads provides now! http://bit.ly/2tUi2I3	#DidYouKnow #NCReads ensures all pre-k and elem. students have books to read at home? Learn more: http://bit.ly/2oF56mX	NC Reads
	Reading Strategies	Get your child excited for the school year ahead, read with them 20 mins a day! [link to short video on importance of reading]	Get your child excited for the school year ahead, read with them 20 mins a day! #NCReads #ReadtoAcheive [link to short video on importance of reading]	Graphic: Reading Strategies
	Back to School	Ready, Set, READ! Prepare your kids for the school year ahead by reading with your child every day and set an example by reading on your own!	Prepare your kids for the school year ahead by reading with your child every day! #ReadtoAchieve	Stock image: Parent reading with child
8/14 - 8/18	NC Reads	NC Reads expands access to high-quality Pre-K learning opportunities, with an emphasis on language and literacy. Watch the video to learn more! [link to animated video]	#NCReads expands access to high quality learning opportunities. http://bit.ly/2tUi2I3 Learn more: [link to animated video]	Animated video
	Back to School	Get your child off to a great start reading this school year! Explore these reading strategies you can do with your child: http://bit.ly/2uveaO3	Get the school year started with a bang! Check out these resources to help your child's reading take flight! #ReadtoAcheive http://bit.ly/2tUi2I3	Stock Image: Parent reading with child
	Importance of Reading	It's never too early to start reading! Reading before the end of 3rd grade gets children on the road to success.	It's never too early to start reading! Reading before the end of 3rd grade gets children on the road to success. #literacy	Graphic: Road towards success

AUGUST SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
8/21 - 8/25	Importance of Reading	Graduation, career and college are within reach for students who can make the leap from learning to read to reading to learn. Let's help our children do just that with NC Reads. [Link to social media short]	#College & #career are within reach for those who can learn to read & make the leap to reading to learn. [Link to social media short]	Graphic: Learn to read/read to learn
	Back to School	Get to know your children's teachers. Together, you can watch your child's reading progress and learn how to help at home. http://bit.ly/2uveaO3	Get to know your children's teachers. Together you can watch your child's reading progress and learn how to help at home. @NewHanoverCoScho #literacy http://bit.ly/2uveaO3	Read to Achieve Parent Toolkit
	Importance of Reading	Parents, let's work together to ensure all children in North Carolina are on the road to read to achieve. Watch this video now to learn how: [link to animated video]	Parents, let's work together to ensure all children in NC are on the road to #ReadtoAcheive. Watch this video now to learn how: [link to animated video]	Animated video
8/28 - 9/1	Parent Engagement	NC parents: What books did you love as a child? Show your enthusiasm for books by sharing them with your children today.	NC parents: what was your favorite book as a child? Share it with your own child today. #literacy #NCReads	Stock Image: Parent reading with child
	Importance of Reading	Literacy opens the door to a future of success. Explore these Read to Achieve tips to help support your child's reading progress: http://bit.ly/2uveaO3	Explore these #ReadtoAchieve strategies that can help support your child's reading progress and future success: http://bit.ly/2uveaO3	Read to Achieve Parent Toolkit
	NC Reads	Learn how NC Reads is shaping a state of readers by ensuring all children read on grade level by the end of 3rd grade. [link to NC Reads flyer]	Learn how #NCReads is shaping a state of readers. #literacy #ReadtoAcheive @GSalamido [link to NC Reads flyer]	NC Reads flyer

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
9/4 - 9/8	Parent Engagement	Learning to read is the most important skill your child will learn in school. There are tools to help! [link to NC Reads one-pager]	Learning to read is the most important skill your child will learn in school. There are tools to help! #NCReads [link to NC Reads one-pager]	Social media strategies
	NC Reads	NC Reads gets books in the hands of parents. Watch the video to navigate the supports NC Reads provides. [link to animated video]	Watch the video to navigate the #literacy supports from #NCReads. [link to animated video]	Stock photo: Parent reading with child
9/11 - 9/15	Impact Study	Read to Achieve is making an impact in North Carolina! Did you know that our fourth graders have already improved half a grade level on a nationally-recognized assessment since its implementation! http://bit.ly/2eDL6R4	Our fourth graders have already improved half a grade level on a national assessment as a result of #ReadtoAchieve! http://bit.ly/2eDL6R4	
	NC Reads	Did you know that NC Reads works to ensure all pre-k and elementary students have books to read at home? [link to social media short on NC Reads]	#DidYouKnow #NCReads works to ensure all pre-k and elem. students have books to read at home? [link to social media short on NC Reads]	Short video: NC Reads
	Parent Engagement	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! @AGHoulihan	Stock photo: Teacher working with child

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
9/18 - 9/22	Importance of Reading	The ability to read by the end of third grade is a critical predictor of lifelong academic success. As a parent, we can help you navigate the system of supports available in North Carolina this school year. [link to animated video]	Looking to navigate system of #literacy supports in #NorthCarolina this school year? Learn how today! [link to animated video]	Animated Video
	NC Reads	Do you need an online resource that can connect you directly with local book drives? NC Reads has you covered. Learn more now: http://bit.ly/2tUi2I3	Need an online resource that connects you directly with a local book drive? Check out #NCReads #kidoNomiCs http://bit.ly/2tUi2I3	NC Reads Flyer
9/25 - 9/29	Parent Engagement	Literacy today affects your child's future tomorrow. Check out parent tips and resources to help support your child's reading progress: [link to NC Reads one-pager]	#Literacy today affects your child's future tomorrow. Be a participant in your child's reading progress today. [link to NC Reads one-pager]	Graphic: Parent Reading Strategies
	NC Reads	NC Reads ensures your family has the resources they need to promote reading success. http://bit.ly/2tUi2I3	NC Reads ensures your family has the resources they need to promote reading success. http://bit.ly/2tUi2I3	Graphic: Policy Components

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! #kidoNomiCs	Photo of child reading with parent
	Parent Engagement	Tell us about your school! We want to know what you love about your school's reading efforts.	Tell us about your school and share what you love about reading there. #literacy #NCReads	
10/9 - 10/13	Importance of Reading	Before 3rd grade, students are learning to read. After 3rd grade, students are reading to learn. Here in NC, we all have a role to play in helping them make the transition. #LiteracyMatters	Learn how we can help students leap from learning to read to reading to learn. #LiteracyMatters	Graphic: Learn to Read/Read to Learn
	NC Reads	All North Carolinians—from parents and teachers to local and state leaders—can support our children's reading journey. Let's develop a state of successful readers!	#NCReads helps to develop a state of successful readers!	Graphic: NC Reads
10/16 - 10/20	Read to Achieve	Read to Achieve ensures the early identification of your child's reading needs; provides extra support and attention; teacher resources and training; parent involvement; summer reading camp for struggling readers; and if needed, another year of third grade with a highly-effective. [link to animated video]	#ReadtoAchieve provides the supports needed to ensure your child reads before the end of third grade. [link to animated video]	Animated video
	Parent Engagement	You can help children discover the joy of reading and be ready for success! Volunteer or donate to a book drive in your community today—find one near you: http://bit.ly/2tyl30K	Inspiring a love for #reading from birth to grade three can be critical to your child's success. Just ask @TracyZimmerman. #literacymatters	Stock photo: Parent reading with child

OCTOBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
10/23 - 10/27	NC Achieves	Research shows that our children who struggle to read may be left behind. Let's close the gap and ensure that they have the right set of supports as early as possible. [link to short video: NC Achieves]	Children struggling to read in third grade are more likely to be left behind. Let's close the gap. #LiteracyMatters [link to short video: NC Achieves]	Short Video: NC Achieves
	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. #NCEdFacts	Graphic Reading Strategies
10/30 - 11/3	Read to Achieve	With Read to Achieve, more students are reading on grade level and ready for academic success.	Thanks to #ReadtoAchieve, more students in NC are reading on grade level by the end of 3rd grade. #NCEdFacts	Short Video: Read to Achieve
	NC Reads	NC Reads works to get books in the hands of parents, provide high quality pre-k learning opportunities and ensures you child has the literacy skills they need to be ready for Kindergarten!	#NCReads works to get books in the hand of parents and provide quality pre-k learning opportunities	Graphic: NC Reads

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	Stock photo: Parent reading with child
	Read to Achieve	Every student must read to learn if they are to succeed. A student who misses the opportunity to learn to read before 4th grade may never have the opportunity to catch up. Learn more about how #ReadtoAchieve is working to ensure all students read on grade level by the end of 3rd grade: http://bit.ly/1ExbTUz	Graduation, career and college are within reach for students who read to learn. @JohnHoodNC #ReadtoAchieve	Short Video: Read to Achieve
11/13 - 11/17	Family Literacy Month	It's Family Literacy Month! Find 20 minutes to read with your child every day this month.	It's Family Literacy Month! Find 20 minutes daily to read with your child this month. #NCEdFacts #FamilyLiteracyMonth	Graphic: Parent Reading Strategies
	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. #ReadtoAchieve.	Graphic: 4x more likely
11/20 - 11/24	Thanksgiving	Thanksgiving Break is a great time to read with your children. Sit down together with your favorite book.	Thanksgiving Break is a great time to read with your child. #literacymatters	Stock photo: Parent reading with child
	NC Reads	NC fourth graders are already up by half a grade level in reading scores! Learn how we can continue the improvement here. [link to animated video]	NC fourth graders are already up by half a grade level in reading scores! Learn how we can keep it up! [link to animated video]	Animated video
11/27 - 12/1	Parent Engagement	Research shows that learning to read is much easier when music is involved. Have fun with music, rhythm & rhyme when reading with your child and learn more about the impact it can have on their success. [link to one-pager]	What books did you love as a child? Show your enthusiasm for books by sharing them with your children. [link to one-pager]	Graphic: Reading strategies

DECEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Post	Twitter Post	Supporting Content
12/4 - 12/8	Importance of Reading	Reading to and with children from birth to 3rd grade prepares them for success and inspires a lifelong love of reading.	Read with your child every day to help them build a strong foundation for success. #ReadtoAchieve @JWhitehurst	Graphic: Parent Reading Strategies
	NC Impact Study	According to a recent study conducted by @Excellence in Education, the majority of parents and many teachers are unaware of their state's K-3 reading policy. Become an active participant in the conversation around reading to learn through Read to Achieve. http://bit.ly/1ExbTUz	#ReadtoAchieve @ExcellinEd study shows the majority of parents are unaware of K-3 reading policy. Learn about it today! http://bit.ly/1ExbTUz	NC Impact Study
12/11 - 12/15	Parent Engagement	What is the greatest gift a parent can give? The gift of literacy. With support from our new NC Reads initiative, you can turn your child's bedtime story into a foundation for future academic success. http://bit.ly/2tUi2I3	#Literacy is the greatest gift a parent can give their children. #NCReads http://bit.ly/2tUi2I3	Graphic: Learn to read/read to learn
	Read to Achieve	Learn about Read to Achieve, a law that works to ensure all NC students read on grade level by the end of 3rd grade.	Learn about #ReadtoAchieve, a law that works to ensure all NC students read on grade level by the end of 3rd grade.	Short Video: Read to Achieve
12/18 - 12/22	Parent Engagement	School's out, books out! This is a great time to keep reading with your children over the Holiday Break.	School's out, books out! Don't forget to read with your children over the break. #NCEdFacts	Stock photo: Family reading together
	NC Reads	NC Reads guides us down the path to creating successful readers. See what the state is doing: [link to animated video]	#NCReads guides us down the path to creating successful readers. See what the state is doing: [link to animated video]	Short Video: NC Reads