

SC Reads

Social Media Playbook



SOUTH CAROLINA SOCIAL MEDIA PLAYBOOK

Introduction

This social media playbook is designed to leverage digital media channels to drive awareness and increase the reach of South Carolina's statewide K-3 literacy campaign. The toolkit includes social media best practices, posts, and graphics across the relevant social media channels.

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 South Carolina's communications efforts.

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SOCIAL MEDIA BEST PRACTICES



Before implementing this social media strategy, consider this 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.

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 SC Reads. Use engaging materials and visuals to supplement your content, whether it be photos or videos.

Tips for Effective Engagement

Create opportunities for interaction—whether you tag a key influencer or link to a critical resource such as SC Reads. The content included in this playbook is designed to engage parents and other stakeholders.

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, build a network of stakeholders interested in this issue that can disseminate your posts and messages. There are 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—whether on a regional or national level. It is effective to use at least one hashtag per tweet reach individuals beyond a given network of followers.

STATE PARTNERS KEY INFLUENCERS



In order to increase a social media 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 target audiences and can help generate momentum around the campaign.

Below is 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.

Partner	Website	Social Media handle/link
South Carolina First Steps	http://scfirststeps.com	Twitter: @SCFirstSteps Facebook: @SCFirstStepstoSchoolReadiness
Children's Trust of South Carolina	https://scchildren.org	Twitter: @ChildrensTrustSC Facebook: @ChildrensTrustSC
South Carolina Center for Children's Books and Literacy	https://www.sc.edu/study/colleges_schools/cic/library_and_information_science/literacy/south_carolina_center_for_childrens_books_and_literacy/	Twitter: @UOFSC_CIC Facebook: @uofscicc
Reach Out and Read Carolinas	http://www.rorcarolinas.org	Twitter: @rorcarolinas Facebook: @rorcarolinas
South Carolina Association of School Librarians	http://www.scasl.net	Twitter: @SCASLNet Facebook: @SCASL
Central Carolina Community Foundation	https://www.yourfoundation.org	Twitter: @CCCftweets Facebook: @CentralCarolinaCommunityFoundation
The Palmetto Project	http://palmettoproject.org	Twitter: @PalmettoProject Facebook: @PalmettoProject
South Carolina State Library	http://www.statelibrary.sc.gov	Twitter: @scstatelibrary Facebook: @southcarolinastatelibrary

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 post. Also, make sure to follow and track these accounts, joining Twitter chats or engaging with their K-3 literacy-focused content.

Name	Handle	Rationale
Helping Kids Rise—Major education advocacy organization	@HelpingKidsRise	Supports early literacy development and offers significant resources for parents
Deirdre—Parent Blogger	@jdaniel4smom	Blogger and freelance writer with significant parent audience
Kendra—Podcast host and Educator	@techinteaching	Hosts weekly web chat with significant reach among practitioners and parents
Michael Ulmer—Communications Director of SC Senate Press	@MikeUlmer	Access to policymakers
South Carolina Future Minds—Statewide educator advocacy organization	@SCfutureminds	Significant reach among schools in the state
South Carolina Public Television—Offers literacy-focused programming	@SCETV	Useful way to engage with parents
South Carolina School Improvement Council—TA provider for educators and school leaders across the state	@SCSIC	Can serve as a champion for Read to Succeed

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:

- #SCReads**
- #ReadtoSucceed**
- #readaloud**
- #sctweets**
- #literacy**

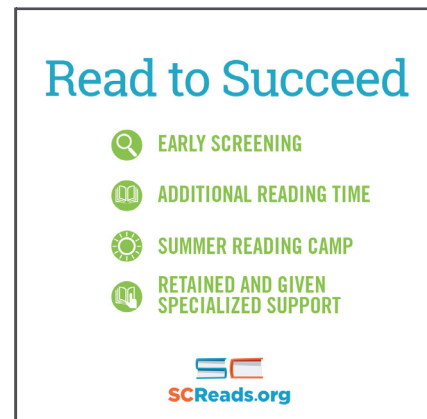
To enter the national conversation and reach an even wider audience, here are following hashtags that are used in K-3 literacy dialogues across the country.

- #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. Recommendations for visuals are also included in the editorial calendar.

Click on a social media graphic image below to download it. Additional visuals can be downloaded [here](#).



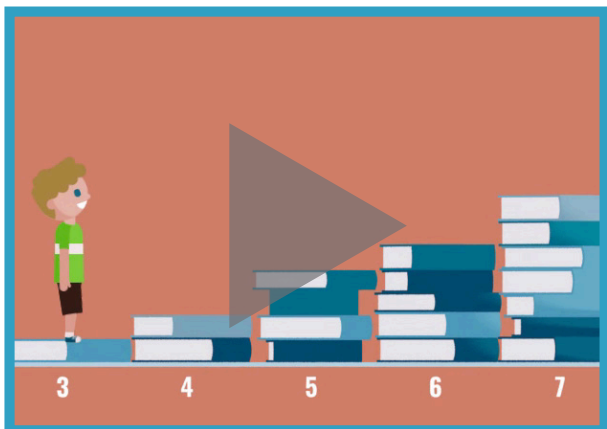
SOCIAL MEDIA ASSETS STOCK PHOTOS

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 vimeo 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



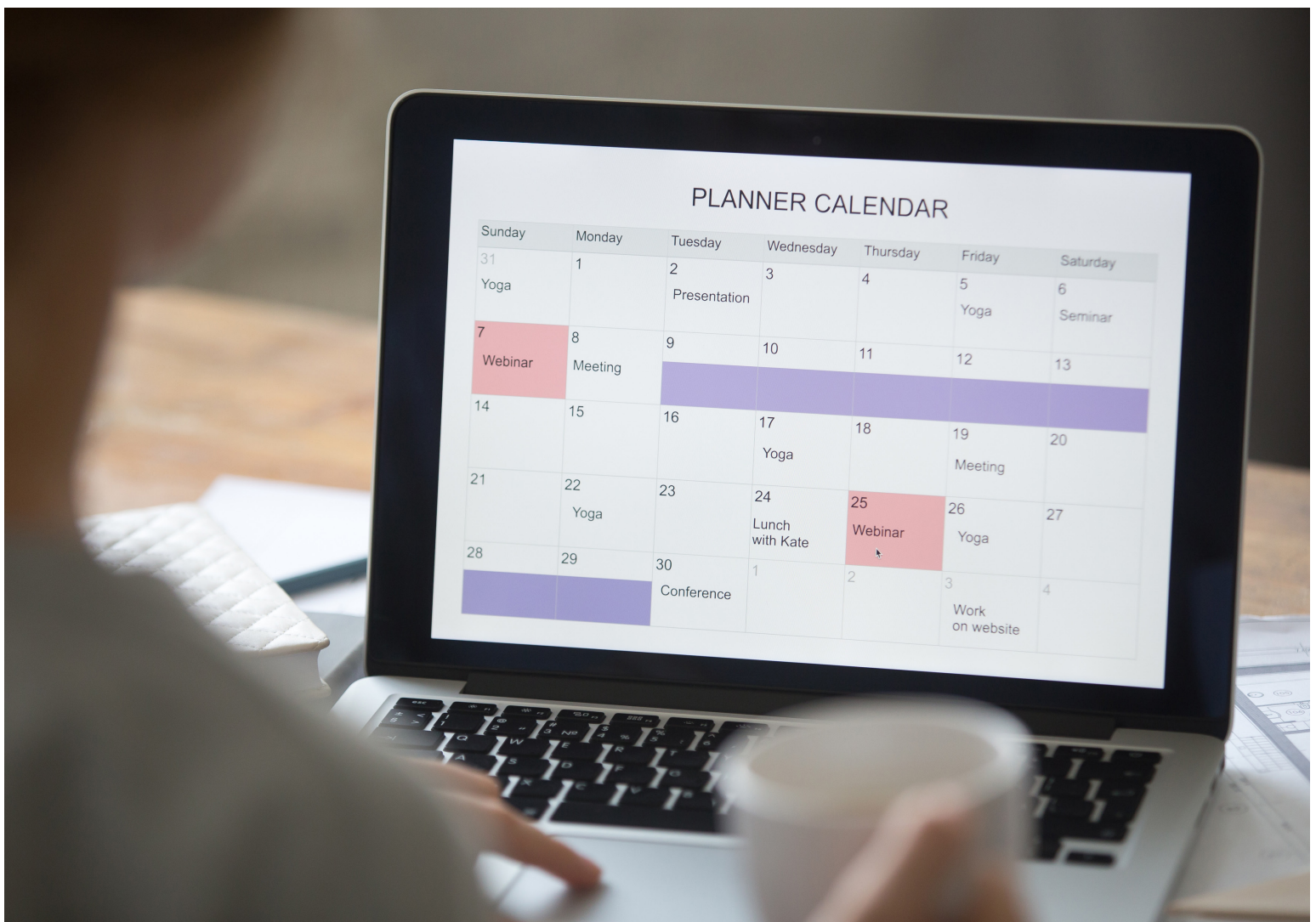
Short Video

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, that can be used to maintain momentum around the campaign and achieve policy goals—whether the goal be increased traffic to the SC Reads website, visibility of Read to Succeed or an understanding around the importance of K-3 reading.

This content is divided across topics such as driving awareness of the new SC Reads website, Read to Succeed and parent engagement. There are also messages for use during back-to-school, Family Literacy Month, or even Thanksgiving and other holidays.

With additional recommendations around corresponding resources to accompany posts, this serves as a roadmap to reach parents and other key stakeholders over the course of the campaign. This is a framework that can be adjusted or built on to meet additional goals.



AUGUST SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
8/14-8/18	Website Launch	It is a new school year and we have a new SC Reads website! Highlights include reading activities you can do with your child, a map of libraries in SC and The Big Game contest. Check it out now: www.screads.org	It is a new school year and we have a new #SCReads website! Explore it now for literacy resources. www.screads.org	Graphic: SC Reads
	Reading Strategies	Prepare your child for the school year ahead. Read to them every night. SC First Steps has more suggestions here! http://bit.ly/2uPChGx	Prepare your child for the school year ahead. Read to them every night and check out @SCFirstSteps #readaloud http://bit.ly/2uPChGx	Stock Image: Parent and child reading together
8/21-8/25	Importance of Reading	A student's ability to read is the greatest predictor of educational and lifelong success. Learn what South Carolina is doing to ensure all students are strong readers. [link to animated video]	A student's ability to read is the greatest predictor of educational and lifelong success. Learn more now. [link to animated video]	Animated video
	Back to School	Get your child's school year off to a great start! Explore reading strategies that can help position your child for academic success. www.screads.org	Help your child's reading skills take off this school year. Explore #SCReads for ideas. #literacy www.screads.org	Graphic: Reading Strategies
8/21-8/25	Big Game Contest	Read your way to the big game! All Pre-K through 8th-grade students who read six books will qualify to win tickets to the Palmetto Bowl. Sign up now: http://bit.ly/2vVXjnk	Your child (pre-k-8th) can read their way to the big game! Read 6 books for a chance to win. Learn more now: http://bit.ly/2vVXjnk	Image from the Big Game Contest web page
	Parent Engagement	Literacy today affects your child's future tomorrow. Check out parent tips to help support your child's reading progress: [link to SC Reads parent resource page]	#Literacy today affects your child's future tomorrow. Support your child's reading progress now. #ReadtoSucceed [link to SC Reads parent resource page]	Graphic: Learn to Read/Read to Learn

AUGUST SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
8/21-8/25	Short Video	Research shows it's critical for children to learn how to read by the end of third grade. Find out why: [link to short video]	Research shows it's critical for children to learn how to read by the end of 3rd grade. [link to short video]	Short Video
	Big Game Contest	Ready, set, go! Get you pre-k-8th grade child to read six books for a chance to win tickets to the Palmetto Bowl. Register now: http://bit.ly/2vVXjnk	Ready, set, go! Get you pre-k-8th grade child to read 6 books for a chance to win tickets to the Palmetto Bowl. http://bit.ly/2vVXjnk	Image from the Big Game Contest web page
8/28-9/1	SC Reads	Do you know about SC Reads? It is an initiative encouraging every student to be on a path to reading proficiently by the end of third grade! Learn more now: www.screads.org	#SCReads is an initiative encouraging students to be on a path to reading proficiently by the end of 3rd grade! www.screads.org	Graphic: SC Reads
	Parent Engagement	Literacy today affects your children's future tomorrow. You can help by listening to your child read and help sound out unfamiliar words.	Reading tip: Listen to your child read and help them sound out unfamiliar words. #ReadtoSucceed #SCReads	Stock image: Parent reading with their child

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
9/4 - 9/8	Parent Engagement	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 ask questions about the story. Check out some more tips at SC Reads to bring reading into your child's everyday routine. www.screads.org	Reading w/ your children for 20 min. each day can improve study habits & promote a lifelong love of #reading. #sctweets www.screads.org	Graphic: Reading Strategies
	Read to Succeed	Read to Succeed identifies your child's reading needs early on, to provide them with the supports they need to become successful readers by the end of 3rd grade!	#ReadtoSucceed identifies your child's reading needs early on to help them become successful readers by the end of 3rd grade. #literacy	Graphic: Read to Succeed
9/11 - 9/15	Importance of Reading	Did you know that research shows students who can't read well by the end of third grade are four times more likely to drop out of high school? Learn what SC is doing to help your child read before the end of third grade. [link to animated video]	Research show that student who can't read well by the end of third grade are 4x more likely to drop out of high school. [link to animated video]	Animated video
	SC Reads	South Carolina has supports for our youngest readers. Learn more about our initiative today! www.screads.org	South Carolina has supports for our young readers. Learn more about our initiative today! www.screads.org	Stock photo: Children reading
9/18 - 9/22	Parent Engagement	With help from @SCfutureminds, we can support our teachers' efforts to promote early literacy in their classrooms. http://bit.ly/2gZSHKj	W/ help from @SCfutureminds, we can support our teachers' efforts to promote early #literacy in their classroom. http://bit.ly/2gZSHKj	Stock image: Teacher in the classroom reading with kids
	Big Game Contest	Read your way to the Big Game Reading contest! Read six books with your pre-k-eight grader and get enter to win tickets to the Clemson vs. Carolina game. Learn more now: http://bit.ly/2vVXjnk	Read your way with your child to the Big Game reading contest. Clemson vs. Carolina Learn more! http://bit.ly/2vVXjnk	Image from the Big Game Contest web page

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
9/25 - 9/29	Parent Engagement	Looking to help your kindergartener love books? @HelpingKidsRise has some great suggestions around how to help your child begin to read to succeed today! www.helpingkidsrise.org	Check out @HelpingKidsRise for suggestions around great books for your child. http://bit.ly/2utlquM	Stock photo: Parent and child reading together
	Importance of Reading	Before 3rd grade, students are learning to read. After 3rd grade, students are reading to learn. Help our children read to succeed today!	Before 3rd grade, students are learning to read. After 3rd grade, students are reading to learn. #sctweets #literacy	Graphic: Learn to Read/Read to Learn

OCTOBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
10/2 - 10/6	Parent-Teacher Conference	Parent-teacher conferences are great ways to get to know your child's teacher, hear how they are 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. #k3reading #ReadtoSucceed	Stock photo: Parent reading with child
	Recognize a School	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 you love about your school's #literacy efforts. #ReadtoSucceed	Graphic: Dr. Suess Quote
10/9 - 10/13	Parent Engagement	Let's walk with our kids along a pathway to reading success, it's never too early to start. Reach out and Read has some tips for parents of young children. http://bit.ly/2uxxD19	It's never too early to walk with our kids along a pathway to reading success. @rorcarolinas has more information. http://bit.ly/2uxxD19	Stock photo: Parent reading with an infant or toddler
	Read to Succeed	Read to Succeed offers supports to your child starting in Kindergarten, such as: early screening, summer reading camps and specialized supports. Learn more about how we can join our schools to help guide our children to success.	#ReadtoSucceed provides the support your child needs to become a strong reader! #SCReads #literacy	Graphic: Read to Succeed
10/16 - 10/20	Parent Engagement	Have your child read out loud the recipe as you cook dinner—or call out the signs in the car. These are just some of the ways you can support reading. Learn more about how to make each activity a learning experience for your child. www.screads.org	Make #reading part of your everyday routine! Have children read street signs and labels while grocery shopping www.screads.org	Stock photo: Parent reading with child
	Big Game Contest	Don't miss the chance to spend time with your child reading and enter the Big Game Contest for your chance to win tickets to the USC vs. Clemson game! http://bit.ly/2vVXjnk	Don't miss the chance to spend time with your child reading and enter the Big Game Contest. #SCReads http://bit.ly/2vVXjnk	Image from the Big Game Contest web page

OCTOBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
10/23 - 10/27	Importance of Reading	If our kids don't read to learn by end of 3rd grade, each year of learning gets harder and harder as their gaps in knowledge grow bigger and bigger. [link to short video]	Each year of learning gets harder and harder if our kids don't read to learn by end of 3rd grade. #ReadtoSucceed [link to short video]	Short video
	Parent Engagement	Looking to help your child read to succeed? Check out some of your local library's reading program today! http://bit.ly/2tQjE4u	Parent tip: Explore your local @scstatelibrary's programs today! #readtosucceed #sctweets http://bit.ly/2tQjE4u	Graphic: Reading Strategies
	Animated Video	As parents and caregivers, let's walk our children down this reading pathway to success. Watch our SC Read video: [link to animated video]	Watch our #SCReads video for tips on how you can guide your children down a #reading pathway to success. [link to animated video]	Animated Video
10/30 - 11/3	Parent Engagement	Looking to help your child read to succeed? Check out some of your @southcarolinastatelibrary's reading programs today! http://bit.ly/2tQjE4u	Parent tip: Explore your local @scstatelibrary's programs today! #readtosucceed #sctweets http://bit.ly/2tQjE4u	Graphic: Reading Strategies
	Animated Video	As parents and caregivers, let's walk our children down this reading pathway to success. Watch our SC Read video: [link to animated video]	Watch our #SCReads video for tips on how you can guide your children down a #reading pathway to success. [link to animated video]	Animated Video

NOVEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
11/6 - 11/10	Family Literacy Month	Celebrate 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. #readaloud #sctweets	Stock Image: Family reading together
	Importance of Reading	Your child's ability to read is a critical predictor of educational and lifelong success. Learn how you can support your child achieve this goal today. www.screads.org	#DidYouKnow your child's ability to read can predict lifelong & #education success? #glreading @SCASLNet	Graphic: Learn to Read/Read to Learn
11/13 - 11/17	Parent Engagement	It's Family Literacy Month! Do your part by reading with your child every night, set an example of reading on your own, and help your child take advantage of new resources your school provides.	It's #FamilyLiteracyMonth! Do your part by setting an example by reading on your own. #SCReads #ReadtoSucceed	Stock photo: Parent reading with their child
	Read to Succeed	Read to Succeed focuses on the mastery of reading before the end of 3rd grade and provides comprehensive supports to get there! [link to animated video]	#ReadtoSucceed ensures your child has the #literacy skills to flourish in the classroom & beyond. #SCReads [link to animated video]	Graphic: Read to Succeed
11/20 - 11/24	Family Literacy Month/ Thanksgiving	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 #SCReads	Stock photo: Parents and kids reading
	Read to Succeed	Read to Succeed provides a comprehensive system of support to ensure South Carolina's students graduate on time with the literacy skills they need to be successful in college, careers and citizenship. www.screads.org	#ReadtoSucceed provides a system of support to ensure SC's students graduate on time with the literacy skills they need! www.screads.org	Graphic: Read to Succeed

NOVEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
11/27 - 12/1	End of Family Literacy Month	Family Literacy Month is almost over, but let's continue to provide children with every opportunity to strengthen their reading skills! www.screads.org	Let's provide our children with every chance to strengthen their #reading skills before the end of 3rd grade for future success. www.screads.org	Stock photo: Parent reading to a child
	Importance of Reading	Reading helps our children explore a world full of endless possibilities. Let's ensure all of our children in South Carolina can reach new horizons. www.screads.org	Reading opens the door to endless possibilities. Help your child build a strong #reading foundation today. www.screads.org	SC Reads Website

DECEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
12/4 - 12/8	Read to Succeed	Read to Succeed focuses on mastery of reading for third grade students before the advancement to fourth grade. It utilizes early literacy programs, resources for both teachers and students, early screenings and individual reading plans at school and at home.	Read to Succeed focuses on mastery of reading for 3rd grade students before the advancement to 4th grade. #ReadtoSucceed!	Graphic: Read to Succeed
	Parent Engagement	Our schools can't close the gap between struggling and proficient readers on their own. We encourage parents and caregivers to join the effort and start by ensuring your children read at home for 20 minutes each day. Here are some additional action steps that you can take so your child can read to succeed. www.screads.org	Through SC Reads, we're closing the gap between struggling & proficient readers! #readaloud www.screads.org	Graphic: Learn to Read/Read to Learn
12/11 - 12/15	Gift of Literacy	What is the greatest gift a parent can give? The gift of literacy. Turn reading together daily into a foundation for future academic success. www.screads.org	#Literacy is the greatest gift a parent can give their children. #ReadtoSucceed #SCReads www.screads.org	SC Reads Website
	Read to Succeed	If your child still needs time to master reading, he or she must have every opportunity to strengthen and gain this skill before entering fourth grade—to better ensure a successful future. [link to animated video]	If your child still needs time to master reading, he or she must have every opportunity to strengthen this skill before 4th grade. [link to animated video]	Graphic: Read to Succeed

DECEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Facebook Posts	Twitter Post	Supporting Content
12/18 - 12/22	Preparing for Holiday Break	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. #sctweets #readaloud	Stock Image: Child reading with their parent
	Reading Strategies	When we focus on early literacy, our children can make the transition from learning to read to reading to learn. Check out some of our strategies to help our students take the leap! www.screads.org	The world is full of opportunity for our children when we focus on early #literacy. www.screads.org @ChildrensTrustSC	Graphic: Learn to Read/Read to Learn