



# SOCIAL MEDIA LANGUAGE EXAMPLES



Social Media platforms play an important role in engaging parents. The following are suggested phrases to use in your social media posts about enrollment. Consider developing a Pre-K hashtag for your district. Encourage your staff, community and parents to use this hashtag.

## Pre-K Registration

- Class of 2035, (or PRE-K GRADUATION YEAR) It's time to start school! Register today at (share link).
- Did you know \_\_\_\_\_ offers Pre-K for eligible 4 year olds? Call us at \_\_\_\_\_ for more information.
- Pre-K Registration is OPEN! We can't wait to welcome your learner! Call us today!
- Did you miss open enrollment? It's not too late! Call us today to register your 4 year old for Pre-K!
- Our Pre-K teachers are excited to register your child for school.. Contact us today!
- Join us on (DATE) for Pre-K Registration at (LOCATION). Vaccinations will be available onsite. Visit our Pre-K Registration page for more details about what to bring.
- Pre-K Orientation Day is today! (SCHOOL NAME) is eager to meet you and give you a tour. Not enrolled yet? Call \_\_\_\_\_ today to schedule a time to enroll and tour the school.
- Not sure what you need for Pre-K enrollment? Visit here for all the necessary information.

## Share Pre-K Experiences from Parents and Teachers

- Not sure you want to enroll your student in Pre-K? Listen to Pre-K parent (NAME) as she shares about their families Pre-K experience.
- Not sure you want to enroll your student in Pre-K? Visit with Pre-K teacher (NAME) to learn more about the experience.
- Pre-K Teachers are excited to welcome you! (PICTURE OF PRE-K TEACHERS)
- What does it take to get ready for Pre-K? Watch this video as our Pre-K Teachers tell you more.
- In Pre-K, student learning grows. Let's start growing today. Listen as (TEACHER) tells about experiences in Pre-K.
- Share picture and quote testimonials from last year's Pre-K class.



- Pre-K students at (SCHOOL NAME) are future engineers! (Share Picture of class)
- Ever wonder how STEM applies to Pre-K? Check out (TEACHER'S NAME) class website to see STEM in action.
- (SCHOOL NAME) students are learning about careers! (Share Pictures)
- Did you know young children learn best through active movement? Our Pre-K teachers keep our Pre-K students engaged through movement activities. (Add photo of students engaged in an active learning activity)
- Fine motor activities help build the small muscles in the hand which prepare our Pre-K students for writing! (Add photos of students engaged in fine motor activities)
- Play is LEARNING! Students learn best through play. See how (SCHOOL NAME) students are engaged in play activities that promote learning.
- Thanks to the grant received from (NAME GRANTOR), students can now (EXPLAIN GRANT OBJECTIVE AND LEARNING) (Share Picture)
- Pre-K students love read aloud time! So much learning: vocabulary, comprehension, listening skills, and much more! Find read aloud tips at [Reading Rockets](#).

## SOCIAL MEDIA BEST PRACTICES FOR SCHOOL

It is important to consider best practices for promoting your school through social media. Remember these tips:

- **Make sure you have photo/media releases on students whose pictures will be used.**
- **Use language that is easily understood for families.**
- **Provide bilingual material in social media posts to reach non-English speaking families.**
- **Make sure all media is approved by your school's administration.**

