2019 Social Media Toolkit
#GaSummerTransition
What is the Summer Transition Program?

Children who enter Kindergarten with the skills, knowledge, and attitudes they need to succeed are more likely than their peers to experience later academic achievement and attain higher levels of education.

Georgia’s innovative Summer Transition Program for rising Kindergartners and rising Pre-K Students helps children find success through early transitions in a 6-week intensive program during these crucial Summer months.

Research by national experts has found that participation in the Summer Transition Program improves school readiness skills, particularly in language and literacy. In particular, the Rising Pre-K program has been shown to improve both English and Spanish skills, while also making students more comfortable and confident in a school environment.
What is in the 2019 Social Media Toolkit?

Included in this year's toolkit:
Sample social media posts, including tweets, Facebook posts, and infographics
# Tweets

<table>
<thead>
<tr>
<th>Tweet</th>
<th>[Click to Tweet]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you know? #GaSummerTransition is a 6-week academic program from @GADeptEarlyCare that supports high needs children in successfully transitioning to Pre-K or K.</td>
<td></td>
</tr>
<tr>
<td>Children participating in the #GaSummerTransition improve language &amp; literacy skills in just six weeks! #earlyeducation #literacy @GADeptEarlyCare</td>
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<tr>
<td>Children entering Kindergarten with school readiness skills are more likely to attain higher levels of education. #GaSummerTransition</td>
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<tr>
<td>Lack of school readiness skills can lead to even greater disparities later in life. #GaSummerTransition <a href="http://bit.ly/2sUGo6M">http://bit.ly/2sUGo6M</a></td>
<td></td>
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<tr>
<td>Children in the Rising Pre-K #GaSummerTransition Program for dual language learners make gains in both English &amp; Spanish language skills @GADeptEarlyCare</td>
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<tr>
<td>In summer 2019, #GASummerTransition will serve up to 3,400 children at 150 sites across Georgia. @GADeptEarlyCare</td>
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**Summer Transition Spotlight**
#GaSummerTransition is a 6-week program for high needs children entering Pre-K or K. The program seeks to reduce the achievement gap by prioritizing parent engagement, having low student-staff ratios, and actively seeking out "hard to reach" kids.

Dual Language Learners in Georgia's Pre-K make significant gains during the school year, but still exit with a similar achievement gap. The Rising Pre-K #GaSummerTransition Program addresses the specific needs of these children and families to help them prepare for Pre-K.

Always attach a picture to grab your audience's attention in their feed.

#GaSummerTransition supports the early literacy and language skills of children who did not attend Georgia Pre-K or need additional help preparing for Kindergarten.
Infographics

#GASUMMERTRANSITION
Is a 6-week academic program for high needs children entering Pre-K or K.

*Click to Save*
Infographics

17% of Georgia's 3 and 4 year olds are dual language learners. That is why #GASUMMERTRANSITION is important!

*Click to Save*
Infographics

#GASUMMERTRANSITION
Improves language and literacy skills in just 6 weeks

*Click to Save
#GASUMMERTRANSITION
SERVES MORE THAN
3,400 KIDS
IN SUMMER 2019

*Click to Save
Infographics

*Click to Save

#GASUMMERTRANSITION
Requires every class to have a transition coach in addition to a lead and assistant teacher.
Infographics

*SOME STUDENTS NEED ADDITIONAL HELP PREPARING FOR KINDERGARTEN OR PRE-K.
#GASUMMERTRANSITION MATTERS!

*Click to Save
Georgia supports high needs children with successful early transitions through the #GASUMMERTRANSITION

*Click to Save*
In #GASUMMERTRANSITION both the English and Spanish skills of the kids improved over 6 weeks.
Infographics

#GASUMMERTRANSITION
IMPROVES LANGUAGE AND LITERACY SKILLS IN JUST 6 WEEKS

*Click to Save
Other Ideas

Get creative and experiment with new ideas, especially on social media. Here are a few ways to get started:

**Photo Contest:**
Build excitement with our photo contest. Have parents submit pictures of their kids going off to the summer transition program using the hashtag #GaSummerTransition. Centers can win a prize pack of books!

Take pictures of students in your classrooms and post them to social media using the hashtag #GaSummerTransition. Be sure to obtain photo releases from parents before posting their child's picture publicly.

**Create a Hashtag:**
Create your own #GaSummerTransition hashtag. From #GaSummerTransitionGwinnett to #GaSummerTransitionSTEMDay, we encourage you to make #GaSummerTransition your own! Just be sure to include the original #GaSummerTransition hashtag in your posts!

**Host A Leader:**
Invite a local community leader or official to check out your Summer Transition program and highlight their visit on your social media pages.

**Teacher Spotlights:**
Have your center's teachers bring in their favorite childhood books to read to their students and spotlight their picks on social media with #throwbackthursday/#flashbackfriday hashtags.
We learned a lot
And we played hard!

Thanks, Summer Transition Program!

Remember to thank your community as they participate!