2022 Social Media Toolkit

October 3-7

www.gaprekkweek.com
Thanks for being here! Whether you're an educator, a parent, an advocate, a community leader -- we're thrilled that you're joining Voices for Georgia's Children and the Department of Early Care and Learning to celebrate Georgia Pre-K Week 2022.

This toolkit has everything you need to spread the word across social media about the importance of a quality early childhood education. Thanks for all you do for Georgia's youngest learners!
What is in the 2022 Toolkit?

- Social media graphics and posts for Facebook, Instagram, and/or Twitter
- Social media profile and cover photos
- Virtual meeting background
- Activities for this year's book, *Hey Georgia* by Malcolm Mitchell
- Press Release template
- and more!
What is Pre-K Week?

The research is clear: 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 Pre-K Program is a voluntary, free program available to all of Georgia’s four-year-olds regardless of parental income. Approximately 1.8 million Georgia students have been served by Georgia’s Pre-K since it began in 1992 (30 years ago!). The program continues to be nationally recognized for its success.

This is the 12th year of Georgia Pre-K Week! During the 2009-2010 recession, Georgia's Pre-K Program was nearly eliminated by the Georgia Legislature due to funding constraints. Since then, the first week of October has been dedicated to raising awareness of the importance and benefits of a quality Pre-K across our state by providing leaders the opportunity to engage with classrooms in their local communities.
Quick Social Media Tips

• Use the hashtag #GaPreKWeek in all posts to boost your post’s visibility *(and to be automatically entered in the photo contest!)*
• Keep your posts short
• Add a picture to every post
• Encourage your teachers, parents, and staff to like, share, and repost your messages *(or create their own!)*
Facebook & Instagram Posts

Quality early learning for young children improves third grade reading proficiency and increases high school graduation rates. One of the many reasons I support #GaPreKWeek

#GaPreK has grown! It started as a pilot program in 1992 serving 750 children and now serves over 73,000 children annually. #GaPreKWeek

Research has proven that early childhood experiences and education shape the brain. One of the many reasons that quality early learning is essential for young children #GaPreKWeek

*Always attach a picture (like the graphics you’ll find further in this toolkit) to grab your audience’s attention*

Did you know: nearly half of the Pre-K providers in Georgia are Quality Rated — a voluntary, quality rating system for early and child care programs. #GaPreKWeek

Demand is still high! At the end of the 2020-21 school year, there were still 2,592 kids on the waitlist for #GaPreK. One of the many reasons I support #GaPreKWeek
Approximately 1.8 million children have been served by #GaPreK since it began in 1992. #EarlyLearning works! #GaPreKWeek

Children enrolled in Georgia’s Pre-K continue to show gains through the end of first grade. That’s why I support #GaPreKWeek!

#GaPreK has grown! It started as a pilot program in 1992 serving 750 children and now serves over 73,000 children annually. #GaPreKWeek

Children in #GaPreK show significant growth in math, literacy & social-emotional skills regardless of income. #GaPreKWeek

Quality early learning leads to higher graduation rates, and actually saves money for the government, that’s why I support #GaPreKWeek!

Join us from Oct. 3 – Oct. 7 in celebrating quality early learning for #GaPreKWeek!

Did you know: in the first few years of a child’s life, more than 1 million new neural connections are formed every second #GaPreKWeek.

I support #GaPrekWeek because early learning is the foundation for all future success in school, in the workforce and in life.
Social Media Header Photos

Click on each graphic to download
Social Media Header Photos

Educating Georgia's youngest learners for 30 years!

October 3-7, 2022

Click on each graphic to download
Facebook Graphics

Click on each graphic to download

These social media images are pre-sized for Facebook only.

Georgia's Pre-K served only 750 four-year-olds when it began. During last school year alone, it served 73,177 kids!

Georgia’s Pre-K Program has laid the foundation for future academic success for more than 1.8 million of Georgia’s youth.

#GaPreKWeek

Georgia’s Pre-K was the nation’s first state-funded universal preschool program for four-year-olds!

#GaPreKWeek

Georgia is ranked 8th best in the nation for access to Pre-K for four-year-olds

#GaPreKWeek

Children in Georgia’s Pre-K show significant growth across all learning domains including math, language & literacy, and social-emotional skills.

#GaPreKWeek
Instagram Graphics

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Georgia’s Pre-K served only 750 four-year-olds when it began. During last school year alone, it served 73,197 kids!

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Georgia’s Pre-K was the nation’s first state-funded universal preschool program for four-year-olds.

#GaPreKWeek

These social media images are pre-sized for Instagram only.

Click on each graphic to download
Georgia’s Pre-K was the nation’s first state-funded universal preschool program for four-year-olds!
#GaPreKWeek

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Children in Georgia’s Pre-K show significant growth across all learning domains including math, language & literacy, and social-emotional skills.
#GaPreKWeek

Georgia’s Pre-K served only 750 four-year-olds when it began. During last school year alone, it served 13,777 kids!
#GaPreKWeek

These social media images are pre-sized for Twitter only

Click on each graphic to download
Georgia's Pre-K Program began in 1992 — 30 years ago! To honor this milestone, we've created a series of graphics taking a look at how far we've come. Feel free to use these fun fact graphics to celebrate the anniversary year!

Click on each zip folder to download the series of graphics!
30-year Anniversary Cover and Header Photos

Facebook cover photo:

Twitter header image:

Celebrating 30 Years of Georgia’s Pre-K Program!

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www.gaprekweek.org
Additional Pre-K Week Graphics

Instagram:
- Which Georgia Pre-K Teacher are you thankful for?
- A photo for the #GaPreKWeek photo contest
- What is your favorite thing about Georgia's Pre-K program?
- How are you celebrating Georgia Pre-K Week?

Click on each graphic to download.

Twitter:
- A photo for the #GaPreKWeek photo contest
- What is your favorite thing about Georgia's Pre-K program?
- Which Georgia Pre-K Teacher are you thankful for?
- How are you celebrating Georgia Pre-K Week?

Facebook:
- What is your favorite thing about Georgia's Pre-K program?
- Which Georgia Pre-K Teacher are you thankful for?
- A photo for the #GaPreKWeek photo contest
- How are you celebrating Georgia Pre-K Week?
Virtual Meeting Background

Click on the graphic to download

How to change your background on Zoom
How to change your background on Microsoft Teams
In-person Media Tips

On-site Media Coverage:
Invite media to your Pre-K Week event, especially if you expect a legislator or prominent community members to attend:

1. One week before your Pre-K Week event, call your local newspaper and/or TV station. Ask for the assignment desk. Get the name, email address and phone number of the person who covers education or community events. Many news outlets no longer have a dedicated education reporter, so this may be an assignment manager, producer or the general news email.
2. Send a press release to the email you were given. Be sure to paste the press release into the text of the email.
   - Attachments are rarely opened. (A template for the press release is available on our Pre-K Week webpage: www.GaPreKWeek.com.)

continued on next page
In-person Media Tips

On-site Media Coverage (continued)

3. Two days before your Pre-K Week event, follow up with your contacts with an email and a phone call. Confirm that they received your press release, and see if they have it assigned to a reporter or photographer, and if they plan to attend. They will not give you a guarantee. Be prepared for them to quickly tell you they cannot guarantee coverage.
   a. Remind them of the details and tell them if anything has changed, especially if a legislator or community leader has confirmed that he will be at the event.
   b. If a newspaper can’t send a reporter, ask if they can send a photographer.
   c. If they can’t send a reporter or photographer, ask if you can submit a photo with caption for inclusion in their newspaper and website. Ask for the name and contact information for the person responsible for receiving this information.
Click to download:

- Book Activities
- GA Pre-K Week Style Guide
- Fact Sheets
- Preparing for a Visit

Sample press releases, leader invitation, and more on our website at:

www.GaPreKWeek.com