2022 Social Media Toolkit
October 3–7
Thanks for all you do for Georgia's youngest learners! 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, your participation and the importance of a quality early childhood education. Thanks again for all you do.
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.
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!
Quick Social Media Tips

- Use the hashtag #GaPreKWeek in all posts.
- Keep your posts short.
- We recommend posting to announce your participation in Georgia Pre-K Week 1–2 weeks before the event.
- Try to use a photo in each post
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

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.

#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 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
I had the privilege of visiting (insert name of center) as a part of Georgia Pre-K Week 2022. Georgia's future depends on giving every child the best start possible, and I wanted to show my support for this week-long effort by reading to young learners and visiting the Pre-K center that helps them develop key skills and inspires them each day to reach for more.

Launched 12 years ago, Georgia Pre-K Week celebrates Georgia's nationally recognized Pre-K Program which has educated approximately 1.8 million of Georgia's youth since it began in 1992. Georgia Pre-K Week is organized each year by Bright from the Start: the Georgia Department of Early Care and Learning and Voices for Georgia's Children, and supported by more than 20 child-focused partner organizations.

I know state leaders care about early education and I'm proud to be a part of this celebration.
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!

#GaPreKWeek

Georgia's Pre-K Program has laid the foundation for future academic success for more than 1.5 million 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.

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

Click on each graphic to download.
These social media images are pre-sized for Twitter only.
More on www.GaPreKWeek.com

- GA Pre-K Week Style Guide
- Fact Sheets
- Book Activities
- and more!