PUBLIC SCHOOLS WEEK
Social Media Toolkit
LET’S CELEBRATE THE GREAT THINGS HAPPENING IN OUR PUBLIC SCHOOLS EVERY DAY

#PUBLICSCHOOLPROUD
#PSW20
Public Schools Week 2020, to be held Feb. 24-28, 2020, celebrates our nation’s public schools, our students and the many school professionals who work to help students achieve their greatest potential. A broad group of 10 million parents and educators — administrators, teachers, specialists, teacher educators, and school board members — will mark the week with events and outreach to their communities. In Washington, D.C., a bipartisan group of lawmakers will speak on the importance of a strong public education system for our country’s future economic strength.
Public Schools Week 2020 will feature the Pledge for Public Schools, where we are asking all parents and community members to show their support by signing the pledge and taking an action to help their school. Anyone can join in the celebration by taking the Pledge for Public Schools at www.publicschoolproud.org.
THE PLEDGE FOR PUBLIC SCHOOLS

Today, I pledge my support for public education. America’s public schools educate nine out of 10 students in the United States—more than 50 million—regardless of ability, race, wealth, language, religion or country of origin, to prepare them for future endeavors. By pledging to support our nation’s public schools, I also am pledging to strengthen the future of our country. #PublicSchoolProud

www.publicschoolproud.org
SAMPLE TWEETS:

- Strong public schools build the knowledge and skills young people need to succeed. Pledge your support to your local public school: [www.publicschoolproud.org](http://www.publicschoolproud.org) #PublicSchoolProud #PSW20

- There is no better time than now to speak out about the value of public education. Take the Pledge for Public Schools and ask others to share their support. #PublicSchoolProud [www.publicschoolproud.org](http://www.publicschoolproud.org)

- Public schools open their doors to every child—regardless of ability, race, wealth, language, or country of origin. Take the Pledge for Public Schools and get involved at [www.publicschoolproud.org](http://www.publicschoolproud.org) #PublicSchoolProud #PSW20

- An educated nation is a stronger nation. Pledge your support for strong public schools and support Public Schools Week, Feb. 24-28, 2020 [www.publicschoolproud.org](http://www.publicschoolproud.org) #PublicSchoolProud #PSW20

- Every child in America deserves a great public school—for their future, and ours. Take the Pledge for Public Schools and get involved: [www.publicschoolproud.org](http://www.publicschoolproud.org) #PublicSchoolProud

- Strong public schools proudly serve their communities and students, backed by the passion of thousands of educators. Pledge your support for public schools and get involved: [www.publicschoolproud.org](http://www.publicschoolproud.org) #PublicSchoolProud
SAMPLE POSTS:

- There has never been a more important time than now to speak out about the value of public education. Join us for #PublicSchoolsWeek on February 24—28, 2020. #PublicSchoolProud #PSW20 www.publicschoolproud.org

- Nine out of 10 students attend a public school. Public schools welcome every child—regardless of ability, race, wealth, language, country of origin or needs. #PublicSchoolProud #PSW20 www.publicschoolproud.org

- More than 50 million students are learning and growing in public schools. Join us to celebrate #PublicSchoolsWeek Feb. 24-28, 2020 #PublicSchoolProud #PSW20 www.publicschoolproud.org

- Public education is the bedrock of our nation’s democracy. By strengthening our public schools, we strengthen our country. Celebrate Public Schools Week 2020 Feb. 24-28. #PublicSchoolProud #PSW20 www.publicschoolproud.org

- Communities are stronger and schools are better when we all work together to support public education. Join us for Public Schools Week, Feb. 24-28, 2020. #PublicSchoolProud #PSW20 www.publicschoolproud.org

- Our nation’s economic and social well-being is tied to public education. Supporting public schools today builds a stronger workforce of tomorrow. #PublicSchoolProud #PSW20 www.publicschoolproud.org
EVERY CHILD DESERVES ACCESS TO A GREAT PUBLIC SCHOOL

OUR STUDENTS. OUR FUTURE.

AN EDUCATED NATION IS A STRONGER NATION.
• AASA, The School Superintendents Association
• American Association of Colleges for Teacher Education
• American Federation of Teachers
• American School Counselors Association
• CoSN (Consortium for School Networking)
• Learning Forward

• National Association of Elementary School Principals
• National Association of Secondary School Principals
• National Education Association
• National School Boards Association
• National School Public Relations Association
• National PTA
QUESTIONS?

If you have questions or need additional resources please contact:

Learning First Alliance
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