



Literacy-Based Promotion Act

SOCIAL MEDIA PLAYBOOK



MISSISSIPPI SOCIAL MEDIA PLAYBOOK

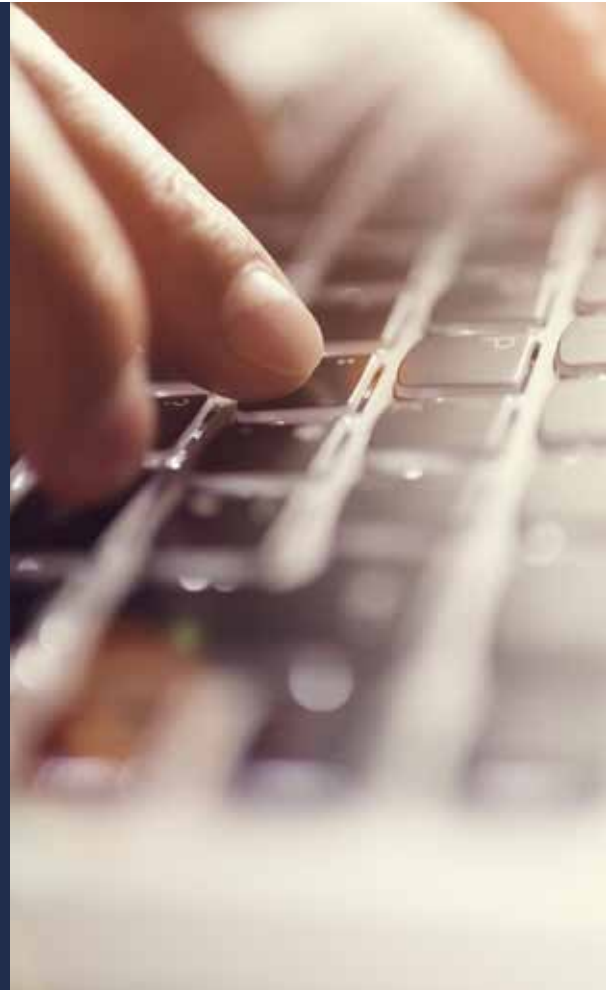
Introduction

This social media playbook is designed to leverage digital media channels to drive awareness and increase the reach of Mississippi's statewide K-3 literacy campaign. The toolkit includes social media best practices, a content calendar, and graphics to most effectively engage with parents in Mississippi. The information in this toolkit will help you engage with parents in Mississippi, particularly online.

Intentional repetition is key to make an impact on social media. In addition to proposed posts, this toolkit includes recommendations of key individuals, organizations, resources, hashtags, and timing that support an effective, comprehensive social media engagement strategy.

Feel free to revise, edit, and repurpose these messages and visuals to best suit your organization's needs.

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SOCIAL MEDIA BEST PRACTICES



Before implementing this social media strategy, consider this basic set of best practices to effectively leverage the materials you have and engage with your target audience: parents!

Content

When posting, the key is to maintain a consistent continual presence, publishing content at least two times per week. **Content also should be short, no more than two sentences**, to ensure that the audience can easily ascertain the key message and call-to-action. Whenever possible, post pictures or video. Visual posts get more interaction.

Tips for Effective Engagement

Make sure to create opportunities for interaction—whether you tag a key influencer or link to a critical resource such as Strong Readers = Strong Leaders. The content included in this playbook is primarily designed to engage parents and caregivers. Make sure to create opportunities for interaction—whether you tag a key influencer or link to a relevant resource.

In turn, leverage other social media content that is focused on early literacy. Respond directly or share it out to your networks. As a part of your social media strategy, you will want to build your network of stakeholders interested in this issue who can disseminate your posts and messages. We have created opportunities to do this across the various social media posts below.

Tag key influencers

Build your network of stakeholders

Leverage trending hashtags

Use engaging visuals to supplement your content

Don't forget to **include** a call-to-action

Here is the cheat-sheet for each of the platforms recommended for highest engagement:

Instagram—an increasingly popular platform with over 500 million daily active users, 16 billion photos shared and 1 billion likes daily, this is one of your best bets for engagement with parents. Sunday posts have the highest engagement.

Facebook—the world's largest social platform with over 1 billion active monthly users. It's very likely that you have an involved parent community just waiting for your posts. Optimal times to post are Mondays-Thursdays, right before lunch or right after rush hour.

Twitter—a popular microblogging platform ideal for quick updates. The key to being successful on Twitter is to post consistently. Tweets with links are 86% more likely to be retweeted, while posts with images get 2x the engagement as tweets without. It is effective to use at least one hashtag per tweet to ensure you are reaching individuals beyond your network of followers.

STATE PARTNERS/KEY INFLUENCERS



In order to increase social presence, it is critical to engage with—and re-broadcast content from—a variety of local partners invested in K-3 literacy. This helps to expand the reach of messages to other members of target audiences and can help generate momentum around the campaign.

See below for an initial list of partners across the state that are actively engaged in this issue across social media platforms—and can serve as a conduit to parents, policymakers, educators, and other key stakeholders. There are also posts in the editorial calendar that can be used to actively engage with these stakeholders.

However, monitor these accounts when possible, and when relevant, respond directly to, or re-post their content.

Partner	Website	Social Media Handles/Link
Mississippi Literacy Association	https://www.ms literacy.org	Twitter: @msreading Facebook: /msreading.org
Mississippi Association of Educators	http://maetoday.org	Twitter: @mseducators Facebook: /maetoday
Mississippi First	http://www.mississippifirst.org	Twitter: @Mississippi1st Facebook: /MississippiFirst
Tallahatchie Early Learning Alliance	http://wearetela.org	Facebook: /EarlyLearningAlliance
Mississippi Center for Education Innovation	http://www.mscei.com	Twitter: @MS_CEI Facebook: /MSCenterforEducationInnovation
REACH MS	https://www.usm.edu/reachms	Twitter: @SouthernMiss Facebook: /pbisms
Mississippi Economic Council	http://www.msmecc.com	Twitter: @mecstatechamber Facebook: /mississippieconomiccouncil
United Way of South Mississippi	https://www.unitedwaysm.org/uwreaders	Twitter: @UnitedWay_SM Facebook: /UnitedWaySM
United Way of West Central Mississippi	http://www.unitedwayvicksburg.org/LEARN	Twitter: @unitedwayvburg Facebook: /UnitedWayofWestCentralMississippi

SOCIAL HANDLES TO LINK TO IN POSTS



In addition to key state partners, there are a collection of educators and other individuals who actively speak to K-3 literacy on Twitter—and offer significant exposure to parents across the state. See below for a list of those accounts and their handles for use in additional social media content. Make sure to follow and track these accounts, join Twitter chats, or engage with their K-3 literacy-focused content.

Name	Social Handle	Rationale
Mississippi Library Association	Twitter: @MSLibraryAssoc	Statewide organization for public libraries with reach among educators, parents, and other stakeholders
Barksdale Reading Institute	@MSReads1	Statewide literacy organization with reach among educators and parents
Jackson Public Schools	@JPSDistrict	Has significant reach among educators and parents—particularly with a focus on literacy
DeSoto Public Schools	@DCSeNews	Has significant reach among educators and parents—particularly with a focus on literacy
Scott Waller - President and CEO of the Mississippi Economic Council	@ScottWallerMEC	Has significant reach among the business and political communities in the state
Lt. Gov. Tate Reeves	@TateReeves	Significant visibility and reach throughout state, supporter of early literacy

KEY HASHTAGS TO INCLUDE IN POSTS



As mentioned earlier in the playbook, hashtags serve as a useful way to reach other state and national stakeholders who may not fall within your social media networks. They also provide an entry point into relevant, issue-based conversations that one can participate in—and, in turn, engage relevant members of a target audience.

Here is a sampling of a few hashtags that are particularly salient in the state and are used on a frequent basis:

#strongreaders
#msedu
#MSreads
#MSliteracy
#MSsucceeds
#teachMS
#NextLevelUp

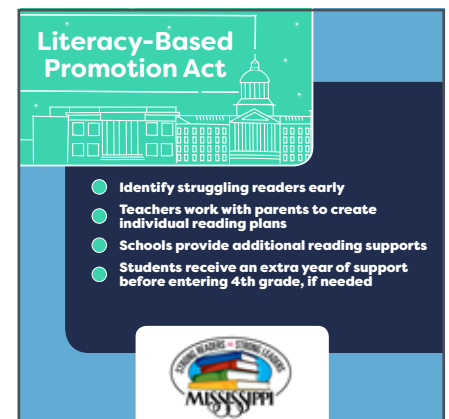
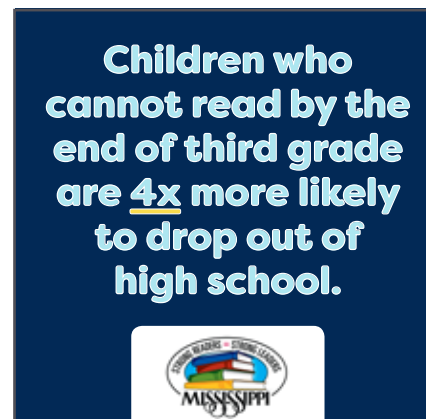
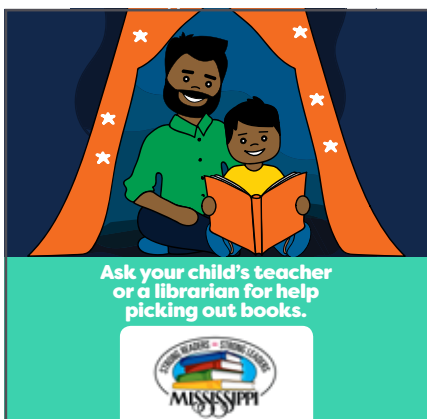
To enter the national conversation and reach an even wider audience, here are hashtags that are used in K-3 literacy dialogues across the country.

#K3Reading
#reading
#education
#readacrossamerica
#educators
#EarlyLiteracy
#elemschool
#k12
#PTchat

SOCIAL MEDIA ASSETS GRAPHICS

Linking posts to specific tools and information is an excellent way to leverage social media posts. The following digital graphics have been created for your use. Recommended use of visuals also are included in the editorial calendar.

Click on a social media graphic below to download it.



Concepts:

- ▶ Talk about letters and sounds! Help your child learn the names of each letter and the sounds they make.
- ▶ Read for 20 minutes every day!
- ▶ Ask your child's teacher or a librarian for help picking out books.
- ▶ Strong Readers = Strong Leaders
- ▶ Children who cannot read by the end of third grade are 4x more likely to drop out of high school.
- ▶ Literacy-Based Promotion Act:
 - Identify struggling readers early
 - Teachers work with parents to create individual reading plans
 - Schools provide additional reading supports
 - Students receive an extra year of support before entering 4th grade, if needed

[DOWNLOAD THE GRAPHICS >>>](#)

SOCIAL MEDIA ASSETS PHOTOS

Below is a set of stock photos you can utilize to accompany your posts.

Click on the photo to download it.



[DOWNLOAD THE PHOTOS >>>](#)

SOCIAL MEDIA ASSETS VIDEOS

The video thumbnails below contain a Dropbox link so you can download the video. Once you upload the video to your YouTube channel, use that link for your social media posts.



[DOWNLOAD THE VIDEOS >>>](#)

SOCIAL MEDIA CONTENT CALENDAR

This section includes a set of Instagram, Facebook, and Twitter posts to use over the summer months to maintain outreach and engagement efforts.

The content is divided across topics of the Literacy-Based Promotion Act and provides ideas for parent engagement and reading strategies. There are also messages to use around particular holidays in the summer and preparing for back-to-school.

With the additional recommendations around visuals, graphics, and other assets for use, this can serve as a roadmap to reach parents over the course of the campaign. The below calendar provides a framework that can be adjusted or built out further to meet additional needs and goals.



JUNE SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
6/17 - 6/21	Literacy-Based Promotion Act	<p>The Literacy-Based Promotion Act aims for every child to be a strong reader by the end of third grade by providing supports and resources. This helps ensure all students entering 4th grade can read at or above grade level. #strongreaders {link to strong readers video on YouTube}</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun</p>	<p>The Literacy-Based Promotion Act aims for every child to be a strong reader by the end of third grade by providing supports and resources. This helps ensure all students entering 4th grade can read at or above grade level. {link to strong readers video on YouTube}</p>	<p>Learn more about the Literacy-Based Promotion Act and how it helps turn struggling readers into #strongreaders {link to strong readers video on YouTube}</p>	Video link
	National Selfie Day (National selfie day is 6/21)	<p>It's #NationalSelfieDay! What better way to celebrate than to share a selfie with your child's favorite book. We can't wait to see what everyone is reading! #ReadingSelfie</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>It's National Selfie Day! What better way to celebrate than to share a selfie with your child's favorite book. We can't wait to see what everyone is reading!</p>	<p>It's #NationalSelfieDay! What better way to celebrate than to share a selfie with your child's favorite book. We can't wait to see what everyone is reading! #ReadingSelfie</p>	Stock photo of a kid with a book

JUNE SOCIAL MEDIA CALENDAR

6/24 - 6/28	Reading Strategies	Let's use songs and sounds to make reading fun. Talking about words and letters and hearing them said aloud helps turn all readers into #strongreaders #earlyliteracy #earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun	Let's use songs and sounds to make reading fun. Talking about words and letters and hearing them said aloud helps turn all readers into strong readers.	Let's use songs and sounds to make reading fun. Talking about words and letters and hearing them said aloud helps turn all readers into #strongreaders #earlyliteracy	Graphic: Talk about letters and sounds
	Summer Reading Strategies	Visit your local library this summer, and help your child pick out new and fun books to read. Going to the library allows you to practice reading books with your child before bringing them home. This helps with picking books that are matched to your child's reading level—not too hard, and not too easy. What are some of your child's favorite books? #K3Reading #earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #SummerReading	Visit your local library this summer, and help your child pick out new and fun books to read! Visiting the library allows you to practice reading the books with your child before bringing them home. This helps with picking books that are matched to your child's reading level—not too hard, and not too easy. What are some of your child's favorite books? Let us know in the comments below!	The summer is the perfect time to visit your local library and help your child choose new and exciting books to read! What are some of your child's favorite books? #K3Reading #summerreading	Graphic: Ask your child's teacher...

JULY SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
7/1 - 7/5	Parent Engagement	<p>Did you know that reading for 20 minutes a day can help your child become a strong reader? Do you have any reading tips that work well with your kids? We'd love to hear about them in the comments!</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>Did you know that reading for 20 minutes a day can help your child become a strong reader? Do you have any reading tips that work well with your kids? We'd love to hear about them in the comments!</p>	<p>Read something every day! Reading for 20 minutes each day can help your child become a #StrongReader. #SummerReading</p>	Video
	Fourth of July-post	<p>Happy 4th of July! If you're headed on a trip, consider packing books for your child to read during slow or down times. Be sure to ask them questions about what they're reading, too. It'll help them develop an interest in reading.</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>Happy 4th of July! If you're headed on a trip, consider packing books for your child to read during slow or down times. Be sure to ask them questions about what they're reading, too. It'll help them develop an interest in reading.</p>	<p>#HappyFourthofJuly! If you're headed on a trip, consider packing books for your child to read during slow or down times. Be sure to ask them questions about what they're reading, too. It'll help them develop an interest in reading #strongreaders #msliteracy</p>	Stock photo
	Parent Engagement	<p>Reading is a basic skill we use every day in our lives. We can find opportunities to read all around us. Encourage your child to read street and store signs, dinner recipes or GPS directions. Check out more coloring sheets like this at StrongReadersMS.com #StrongReadersMS</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>Learning to read prepares children for success and gives them the foundational skills they need to excel in all subjects. Learn more! [link to Strong Readers site]</p>	<p>Learning to read prepares children for success and gives them the foundational skills they need to excel in all subjects. #MSreads [link to Strong Readers site]</p>	Coloring Sheet from Strong Readers program

JULY SOCIAL MEDIA CALENDAR

7/8 - 7/12	Literacy-Based Promotion Act	<p>The Literacy-Based Promotion Act takes a comprehensive approach to improve the reading skills of K-3 public school students. The law provides teachers with the resources they need to identify struggling readers early, and it provides students with the resources they need to improve their reading grade level. [link to Strong Leaders website]</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>The Literacy-Based Promotion Act takes a comprehensive approach to improve the reading skills of K-3 public school students. The law provides teachers with the resources they need to identify struggling readers early, and it provides students with the resources they need to improve their reading grade level. [link to Strong Leaders website]</p>	<p>The Literacy-Based Promotion Act is designed to help all Mississippi students become #strongreaders and #strongleaders. Learn more here! [link to Strong Leaders website]</p>	Video
	Importance of Reading	<p>When students are strong readers by the end of third grade, they are more likely to succeed later in school and life. That's why Mississippi's Literacy-Based Promotion Act is designed to make all students #strongreaders before they enter the 4th grade. What are some of your favorite ways to build literacy skills with your child?</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>When students are strong readers by the end of third grade, they are more likely to succeed later in school and life. Learn more: [link to strong leaders website]</p>	<p>When students are #strongreaders by the end of third grade, they are more likely to succeed later in school and life. That's why Mississippi's Literacy-Based Promotion Act is designed to make all students strong readers before they enter the 4th grade. Learn more: [link to strong leaders website]</p>	Stock photo
7/15	National Give Something Away Day (July 15)	<p>Did you know that today is National Give Something Away Day? Why not donate books you've read to your local library or women's shelter? Let's spread the joy of reading and give away old books today! #NationalGiveSomething AwayDay</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>Did you know that today is National Give Something Away Day? Why not donate books you've read to your local library or women's shelter? Let's spread the joy of reading and give away old books today!</p>	<p>Did you know that today is #NationalGiveSomething AwayDay? Why not donate books you've read to your local library or women's shelter? #earlylieracy #MSReads</p>	Stock photo

JULY SOCIAL MEDIA CALENDAR

7/15 - 7/19	Importance of Reading	With mastery of #earlyliteracy skills in third grade, your child will be ready to succeed in fourth grade and beyond. What makes reading with your child fun? #MSReads	With mastery of early literacy skills in third grade, your child will be ready to succeed in fourth grade and beyond.	With mastery of #earlyliteracy skills in third grade, your child will be ready to succeed in fourth grade and beyond. #MSsucceeds #K3Reading #NextLevelUp	Graphic: Strong Readers = Strong Leaders
		#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders			
	Reading Strategies	#DYK: children are more likely to read in their free time if they have plenty of books around to choose from! Visit your local library to collect a variety of books featuring your child's favorite characters or activities. You just might be surprised by how often they want to read!	Did you know: children are more likely to read in their free time if they have plenty of books around to choose from! Visit your local library to collect a variety of books featuring your child's favorite characters or activities. You just might be surprised by how often they want to read!	#DYK: Your child will be more likely to pick up a book to read if they are out in the open and easy to find! Visit your local library together to choose a variety of books that spark your child's imagination. #MSreads	Stock photo
		#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders			
	Reading Strategies	Libraries are a great place to explore on hot summer days! Many libraries host family events such as story-time, book clubs, and author meet-and-greets, as a well as resources for finding engaging books. What are some of your favorite activities at the local library?	Libraries are a great place to explore on hot summer days! Many libraries host family events such as story-time, book clubs, and author meet-and-greets, as a well as resources for finding engaging books. What are some of your favorite activities at the local library? Let us know in the comments below!	Libraries are a great place to explore on hot summer days! Many libraries host family events such as story-time, book clubs, and author meet-and-greets, as a well as resources for finding engaging books. #summerreading #earlyliteracy	Stock photo
		#getkidsreading #earlyliteracy #readingwithkids #MSReads #MSliteracy #education #readingisfun			

JULY SOCIAL MEDIA CALENDAR

7/22 - 7/26	Importance of Reading	Reading on grade level by the end of third grade gives children the skills they need to excel in all subjects, from fourth grade all the way through high school. #earlyliteracy	Reading on grade level by the end of third grade gives children the skills they need to excel in all subjects, from fourth grade all the way through high school. #earlyliteracy	Reading on grade level by the end of third grade gives children the skills they need for success. #earlyliteracy #K3reading #NextLevelUp	Graphic: Literacy-Based Promotion Act
		#earlyliteracy #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders #NextLevelUp			
	Parent Engagement	Summer is the perfect time to take reading outside! Don't forget books when you pack up for the pool or the beach for your child to read in between swimming. What is your child's favorite summer book?	Summer is the perfect time to take reading outside! Bring books with you to the pool or the beach for your child to read in between swimming.	Summer is the perfect time to take reading outside! Bring books with you to the pool and beach for your child to read in between swimming. #strongreaders #summerreading	Stock photo
		#earlyliteracy #readingwithkids #readingtips #MSreads #MSliteracy #summerreading #strongreaders			
	Parent Engagement	Be a Reading Role Model! Children often copy the things they see adults around them doing. If you want to encourage your child to read, take time to read for yourself each day, and talk to your child about your favorite books, authors and stories.	Be a Reading Role Model! Children often copy the things they see adults around them doing. If you want to encourage your child to read, take time to read for yourself each day, and talk to your child about your favorite books, authors and stories.	Be a Reading Role Model! Take time to read for yourself each day, and talk to your child about your favorite books, authors and stories.	Stock photo
		#getkidsreading earlyed #readingwithkids #MSreads #MSliteracy #education #readingisfun			

AUGUST SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
7/29 - 8/2	Reading Strategies	<p>Parents play an important role in helping their child learn reading skills. Asking your child questions during story time shows your child that you are interested in them, and it teaches them how to think critically about what they are reading. #MSreads</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>Parents play an important role in helping their child learn reading skills. Asking your child questions during story time shows your child that you are interested in them, and it teaches them how to think critically about what they are reading. What are some of your child's favorite books to read? Let us know in the comments below!</p>	<p>Parents play an important role in helping their child learn reading skills. Asking your child questions during story time shows your child that you are interested in them #MSreads #strongreaders</p>	Short video link
	Parent Engagement	<p>Strong Readers = Strong Leaders. Follow Ms. Readsmore and Booker, the Word Whiz as they activities and tips for making reading fun!</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>Strong Readers = Strong Leaders. Follow Ms. Readsmore and Booker, the Word Whiz as they activities and tips for making reading fun!</p>	<p>Strong Readers = Strong Leaders. Follow Ms. Readsmore and Booker, the Word Whiz as they activities and tips for making reading fun! #MSliteracy</p>	Graphic: Strong Readers = Strong Leaders Ms. Readsmore
	Reading strategies	<p>Help your child learn the names of each letter and the sounds they make. Singing is a great way to practice sounds. What are some of your favorite songs to sing with your child? #earlyliteracy</p> <p>#earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders</p>	<p>Help your child learn the names of each letter and the sounds they make. Singing is a great way to practice sounds. What are some of your favorite songs to sing with your child? Let us know in the comments below!</p>	<p>Help your child learn the names of each letter and the sounds they make. Singing is a great way to practice sounds. What are some of your favorite songs to sing with your child? #MSreads #strongreaders</p>	Stock photo

AUGUST SOCIAL MEDIA CALENDAR

8/5 - 8/9	National Book Lovers Day (August 9)	Happy #NationalBookLovers Day! What are some of your favorite books to read with your child? Let us know in the comments! #earlyed #readingwithkids #readingtips #MSreads #MSliteracy #education #readingisfun #strongreaders	Happy National Book Lovers Day! What are some of your favorite books to read with your child? Let us know in the comments!	Happy #NationalBookLoversDay! What are some of your favorite books to read with your child? Let us know in the comments! #MSreads	Stock photo
	Parent Engagement	Read early and read often! Reading at least 20 minutes every day is a good rule of thumb to ensure your child has plenty of practice building literacy skills. What are some of the ways you and your child enjoy reading together? #getkidsreading earlyed #readingwithkids #MSreads #MSliteracy #education #readingisfun	Read early and read often! Reading at least 20 minutes every day is a good rule of thumb to ensure your child has plenty of practice building literacy skills. What are some of the ways you and your child enjoy reading together? [link to video]	Reading at least 20 mins every day is a good rule of thumb to ensure your child has plenty of practice building literacy skills! What are some of the ways you and your child enjoy reading together? #msreads #earlyliteracy [link to video]	Video link
	Reading Strategies	#DYK: when children read aloud, they are practicing how to sound out words and learning how words sound. Encourage your child to read at least 20 minutes a day to help them become a #strongreader Learn more at StrongReadersMS.org #getkidsreading #earlyliteracy #readingwithkids #MSreads #MSliteracy #education #readingisfun	Did you know: when children read aloud, they are practicing how to sound out words and learning how words sound. Encourage your child to read at least 20 minutes a day to help them become a strong reader! Learn more at StrongReadersMS.org	#DYK: when children read aloud, they are practicing how to sound out words and learning how words sound. Encourage your child to read at least 20 mins a day to help them become a strong reader! Learn more at StrongReadersMS.org #earlyliteracy #msreads	Stock photo

AUGUST SOCIAL MEDIA CALENDAR

8/12 - 8/16	Importance of Reading	<p>Children who cannot read at grade level by the end of third grade are four times more likely to drop out of high school. By ensuring your child can read at grade level by the third grade, your child is more likely to graduate high school and be prepared for their future. It's that simple. #literacymatters</p> <p>#getkidsreading earlyed #readingwithkids #MSreads #MSliteracy #education #readingisfun</p>	<p>By ensuring your child can read at grade level by the third grade, your child is more likely to graduate high school and be prepared for their future. It's that simple.</p>	<p>Children who cannot read at grade level by the end of 3rd grade are 4x more likely to drop out of high school. By ensuring your child can read at grade level by the third grade, your child is more likely to graduate high school and be prepared for their future. It's that simple. #MSReads #earlyliteracy #K3Reading</p>	<p>Graphic: Children who cannot read...</p>
	Back to School	<p>Help your child prepare for the new school year by getting them in the habit of reading every day for 20 minutes. #MSreads</p> <p>#getkidsreading earlyed #readingwithkids #MSliteracy #education #readingisfun</p>	<p>Help your child prepare for the new school year by getting them in the habit of reading every day for 20 minutes.</p>	<p>Help your child prepare for the new school year by getting them in the habit of reading every day for 20 minutes. #MSreads #earlyliteracy #K3Reading #NextLevelUp</p>	<p>Graphic: Read for 20 minutes every day</p>
	Reading strategies	<p>Reading books can spark your child's imagination and inspire them to learn more about new subjects. Visit your local library to find new books that excite your child!</p> <p>#getkidsreading #earlyliteracy #MSreads #MSliteracy #education #readingisfun</p>	<p>Reading can spark your child's imagination and inspire them to learn more about new subjects. Visit your local library to find new books that excite your child!</p>	<p>Reading can spark your child's imagination and inspire them to learn more about new subjects. Visit your local library to find new books that excite your child! #earlyliteracy #k3reading</p>	<p>Video</p>

AUGUST SOCIAL MEDIA CALENDAR

8/19 - 8/23	Reading Strategies	<p>A really great way to improve your child's reading skills is to have them write. Writing grocery lists or letters to family members and friends helps children connect spoken words to written words.</p> <p>#getkidsreading earlyed #readingwithkids #MSreads #MSliteracy #education #readingisfun</p>	<p>A really great way to improve your child's reading skills is to have them write. Writing grocery lists or letters to family members and friends helps children connect spoken words to written words.</p>	<p>Writing grocery lists, flashcards or letters to family members and friends helps children connect spoken words to written words.</p> <p>#earlyliteracy #K3Reading</p>	<p>Graphic: Strong Readers = Strong Leaders</p>
	Parent Engagement	<p>It's never too early to start reading! If you have younger children in your family, include them in reading activities. They'll be exposed to lots of new words, and everyone will get the benefits of reading together. #strongreaders</p> <p>#earlyed #k3reading #MSreads #MSliteracy #education #readingisfun</p>	<p>It's never too early to start reading! If you have younger children in your family, include them in reading activities. They'll be exposed to lots of new words, and everyone will get the benefits of reading together.</p>	<p>It's never too early to start reading! Don't forget to include the younger children in your family in reading activities. #strongreaders #earlyliteracy #K3Reading</p>	<p>Stock photo</p>
	Reading Strategies	<p>#DYK: writing practice is a great way to improve your child's reading skills! Writing cards or letters to family members helps children connect spoken words to written words. When they get a written letter back, have them read it aloud to you.</p> <p>#k3reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #ReadbyGradeThree</p>	<p>Did you know: having your child practice writing is a great way to improve your child's reading skills! Writing cards or letters to family members helps children connect spoken words to written words. When they get a written letter back, have them read it aloud to you.</p>	<p>#DYK: writing practice is a great way to improve your child's reading skills! Writing cards or letters to family members helps children connect spoken words to written words. When they get a written letter back, have them read it aloud to you. #MSreads #earlyliteracy</p>	<p>Stock photo</p>

AUGUST SOCIAL MEDIA CALENDAR

8/26 - 8/30	Importance of Reading	<p>Make a game out of reading the whole family can play! Select a common word and make it your family's #wordoftheday. Don't forget to share where you saw the word!</p> <p>#getkidsreading earlyed #readingwithkids #MSreads #MSliteracy #education #readingisfun</p>	<p>Make a game out of reading the whole family can play. Select a common word and make it your family's word-of-the-day. Don't forget to share where you saw the word!</p>	<p>Make reading a game the whole family can play! Select a common word and make it your family's #wordoftheday. Learn more at Strongreadersms.com</p>	Summer Bookmark graphic
	Literacy-Based Promotion Act	<p>The Literacy-Based Promotion Act gives schools and teachers the resources to pay close attention to students' reading skills and to identify struggling readers early on. It's part of the plan to ensure all students who enter the 4th grade can read at or above grade level. It's an essential part of ensuring all of Mississippi's students are #strongreaders.</p> <p>#getkidsreading earlyed #readingwithkids #MSreads #MSliteracy #education #readingisfun</p>	<p>The Literacy-Based Promotion Act gives schools and teachers the resources to pay close attention to students' reading skills and to identify struggling readers early on. It's part of the plan to ensure all students who enter the 4th grade can read at or above grade level. It's an essential part of ensuring all of Mississippi's students are strong readers.</p>	<p>The Literacy-Based Promotion Act helps teachers identify struggling readers early and give them extra #reading supports.</p>	Graphic: Literacy-Based Promotion Act
	Reading strategies	<p>Reading happens everywhere, even at the grocery store! It's easy to turn grocery store trips into reading time. Have your child write out a shopping list and read it aloud to you in the store.</p> <p>#getkidsreading #earlyed #readingwithkids #MSreads #MSliteracy #education #readingisfun</p>	<p>Reading happens everywhere, even in the grocery store! It's easy to turn grocery store trips into reading time. Have your child write out a shopping list and read it aloud to you in the store.</p>	<p>Reading happens everywhere, even in the grocery store! Turn shopping trips into reading time by having your child make and read a shopping a list #readbygradethree #earlyliteracy #readingskills</p>	Stock photo