

Social Media Summer Calendar Sample

TIMELINE	THEME/TOPIC	SAMPLE SOCIAL MEDIA POST
WEEK 1	ACADEMICS/ READING	Pave the path to graduation: Help ensure your child is reading at grade level by the third grade. Read 20 minutes per day with your child. #KeepKidsLearning @TagFamilyAndFriends @TagSchoolLeaders @TagParentLeaders
WEEK 2	SUMMER STRIDE	Summer is a great time to support grade level skills to set your child up for success in the new school year. For free & bilingual #summerlearning tools go to... bealearninghero.org via @BeALearningHero @NationalPTA & @summerlearning!
WEEK 3	HEALTH/ PHYSICAL ACTIVITY	Children risk gaining weight during lazy summer days. Don't forget to go outdoors, keep moving, and stay nourished in the summer. #StayActive @TagALocalSportsCamp @nokidhungry
WEEK 4	ACADEMICS/ COLLEGE	Is college on the horizon for your child? This summer, master the timeline for college admissions. @Khanacademy #KeepKidsLearning @TagACollegePrepCourse @UniContigo
WEEK 5	CAREER	By 2020, 65 percent of U.S. jobs will require a postsecondary degree. Most jobs will require strong skills in communications and collaboration. Encourage your child to build a professional portfolio at LRNG.org. #KeepKidsLearning @TagYourLocalRepresentative
WEEK 6	WELL-BEING/ COMMUNITY BONDS	Share a success story on what your child accomplished this summer. #KeepKidsLearning @TagASchoolLeaderAndTeacher