



## INCLUSIVE COMMUNICATION DURING THE HOLIDAYS

Holidays and traditions play a significant role in shaping our identity and values. During the holiday season, it is important to remember that not all students and families celebrate the same holidays or have the same annual traditions. This makes the holiday season an ideal time to celebrate and learn about the various holidays and traditions celebrated within our communities!

Making posts on social media and writing blurbs in your newsletters that acknowledge different cultural traditions or holidays is a great way to show that your PTA is welcoming and celebrates your community's diversity. Below are some tips on writing social media posts and newsletter blurbs during the holiday season:

1. **Make them inclusive.** Although some holidays are more common or well-known than others, that doesn't mean they should get all the spotlight. Be inclusive by either posting something broad (e.g., Happy Holidays) or by making sure you include all of the holidays celebrated in your school community.
2. **Make them informative.** Use your social media posts as a form of sharing interesting or fun facts about the holidays or traditions taking place. Consider creating a series of social media posts with holiday facts that continues throughout the year.
3. **Make them interactive.** Ask questions and open the floor for families and students to share and discuss the holidays and traditions that they celebrate. This is a great way to have your families engage in discussion and learn from one another.
4. **Make them timely.** Use the National PTA [Multicultural Calendar](#) to stay on top of holidays, heritage months and awareness months throughout the year. The calendar can help guide your PTA in deciding what is relevant to acknowledge and share in your communications.

### SAMPLE NEWSLETTER BLURB

The wide array of holidays and traditions celebrated across our community highlights our rich diversity. Some families might spend the season gathering for meals, decorating their homes, or volunteering in their community. During this time of year, practice engaging in conversation with your friends and neighbors to learn what they celebrate or how they honor family traditions.

### SAMPLE SOCIAL MEDIA POSTS

#### Inclusive

Happy December and happy holidays! This is a month full of celebration. We challenge you to learn about a holiday you don't celebrate this month.

## Informative

Did you know? A seven-prong candle called a Kinara is used to celebrate Kwanzaa. Each of the candles represents a different principle. There is one black candle which stands for unity, three red candles that represent struggle, and three green candles which represent hope for the future.

## Interactive

The holiday season is upon us! What's your family's favorite tradition during this time of the year?

## Timely

Today marks the beginning of Hanukkah, the eight-day Festival of Lights. Happy Hanukkah to those in our community observing and beginning celebrations today!