

PUBLIC SCHOOLS WEEK
COMMUNICATIONS & SOCIAL MEDIA TOOLKIT

MARCH 12-16, 2018
#PUBLICSCHOOLSWEEK



Dear Colleague,

"We don't have to make public education great again. It's the best it's ever been." That is what I told a crowd of more than 1,500 at our [I Love Public Education rally](#) during our National Conference on Education in Nashville, Tenn. I stand by every word.

To continue the momentum to support public education in America, AASA is among 50 national organizations participating in Public Schools Week, a celebration of the diversity and success of our public schools, March 12-16. We need your help to make this week a success.

We ask you and your colleagues, parents and community members to join us in promoting the achievements in schools and school districts. Click [here](#) to email your U.S. Representative and Senators and ask them to participate in Public Schools Week by featuring your school district and what's happening there. Our form is easy to personalize, so you can share with elected officials quickly and they can participate by sharing your success stories on Capitol Hill.

In addition, please encourage your school communications professionals, principals, teachers and parents to use the hashtags **#PublicSchoolsWeek** and **#LovePublicEducation** to share why your school community is doing a great job educating students and preparing them to thrive in the future. Along with our national partners, we are engaging in a huge Twitter storm from 1:00-3:00 p.m. (ET) on March 15. [And we have sample social media posts, email and newsletter messaging, as well as a sample press release to get you started.](#)

Strengthening America's public schools is the best way to ensure our children's future success and our country's prosperity. Communities are stronger and schools are better when we all work together to support them.

Sincerely,

Dan Domenech
Executive Director

ABOUT THIS MESSAGE

To update your e-mail address or other contact information, please call [703-875-0748](tel:703-875-0748), e-mail membership@aasa.org, fax [703-841-1542](tel:703-841-1542), or log on to the [AASA membership website](#).

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