



Public Schools Week 2022

February 21-25

Social Media Toolkit

Welcome to the Public Schools Week 2022 social media toolkit. This is a school year unlike any other. After a year of pandemic shutdowns and uncertainty, most schools welcomed back students who had varying degrees of trauma, academic loss, and many social-emotional needs. Meeting these needs under intense pressures has been a tremendous challenge for all.

Knowing the challenges educators are facing, our theme this year is “Creating safe, equitable and engaging public schools.”

The good news is that research shows communities and parents are largely supportive of their local public schools and educators, and they want schools to prepare their children to succeed in a diverse and changing world. Our goal for Public Schools Week 2022 is to show the public at large what is happening in public schools, how we are responding to the pandemic and any ensuing crisis, and the lessons we are learning that will help make K-12 education stronger in the future.

We need your help. Sharing your experience will make the difference.

Please tell your story and personalize using the following sample messages in social media posts and in communications to your families and communities. Please give specific examples of excellence in teaching and learning where possible and help our communities see the value of a strong education system, especially in such challenging times. One way to do this is to highlight a specific teacher or staff member who goes above and beyond to help students.

In this document, jump to:

- [Sample posts](#)
- [Download suggested images](#)
- [Create your own image using our Canva templates.](#)

Sample Language for Twitter, Facebook or Instagram Posts

Please modify these as you see fit to tell the stories of your school or district. You can also just click on the “Click to tweet this” link, to send the tweet from your Twitter account (you’ll have a chance to edit it first). (For Instagram, put the link in the account bio instead of in the post itself)

<p>Use the link to post to your account (you’ll still have a chance to edit) -- OR</p>	<p>Copy and paste to your social networks:</p>
<p>Click to tweet</p>	<p>Join us to say THANK YOU to the dedicated teachers and staff keeping our students safe, learning, and growing this year. Celebrate Public Schools Week Feb. 21-25, 2022 www.publicschoolproud.com #PublicSchoolProud #PSW22</p>
<p>Click to tweet</p>	<p>Our educators create safe, equitable, & engaging public schools for your kids. Join us to celebrate Public Schools Week, Feb. 21-25, 2022. www.publicschoolproud.org #PublicSchoolProud #PSW22</p>
<p>Click to tweet</p>	<p>We’re proud of our schools that help your children learn and grow. Join us to celebrate and support them during Public Schools Week, Feb. 21-2 www.publicschoolproud.com #PublicSchoolProud #PSW22</p>
<p>Click to tweet</p>	<p>Support your child's education team and show them you're #PublicSchoolProud during Public Schools Week 2022, Feb. 21-25. www.publicschoolproud.com #PSW22</p>
<p>Click to tweet</p>	<p>Our public schools welcome every child—regardless of ability, race, religion, wealth, language, country of origin or needs. Our diversity is our strength. We are #PublicSchoolProud for Public Schools Week 2022, Feb. 21-25. www.publicschoolproud.com #PublicSchoolProud #PSW22</p>
<p>Click to tweet</p>	<p>Our schools serve every child day-in, day-out with safe, equitable, and engaging schools. Our educators are #PublicSchoolProud. Celebrate Public Schools Week 2022, Feb. 21-25 with us! www.publicschoolproud.com #PSW22</p>
<p>Click to tweet</p>	<p>Join us during #PSW22 Feb. 21-25 to say thank you to our fabulous, hardworking teachers and staff who serve our students with pride and compassion every day. We are #PublicSchoolProud www.publicschoolproud.com #PSW22</p>
<p>Click to tweet</p>	<p>Join us during #PSW22 Feb. 21-25 to say thank you to our fabulous, hardworking teachers and staff who serve our students with pride and compassion every day. We are #PublicSchoolProud www.publicschoolproud.com #PSW22</p>
<h3>SAFE Schools</h3>	
<p>Click to tweet</p>	<p>Ensure your children are up-to-date with all their routine vaccinations as we celebrate Public Schools Week 2022 Feb 21-25. www.getvaxfacts.org #PublicSchoolProud #PSW22</p>
<p>Click to tweet</p>	<p>Are your students up-to-date with required vaccinations? Help create safe, equitable, and engaging public schools for all students for Public Schools Week 2022, Feb. 21-25. Learn more at www.getvaxfacts.org. #PublicSchoolProud #PSW22</p>

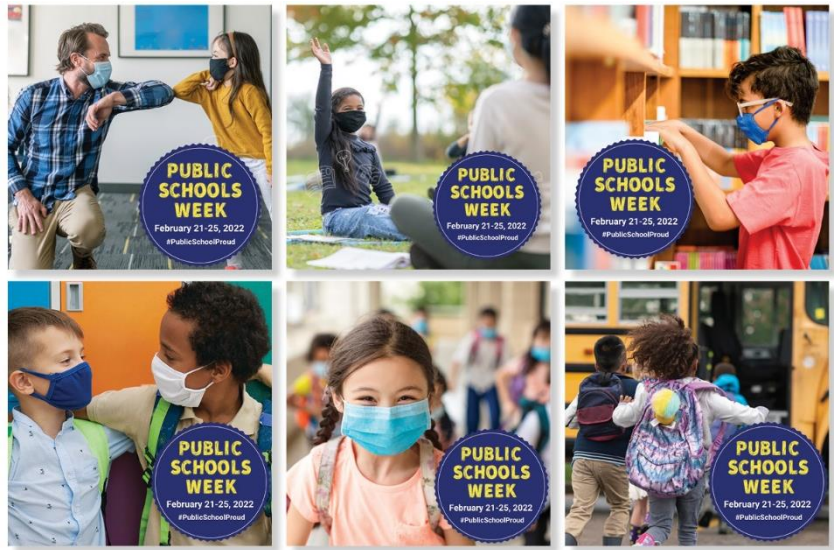
National Messaging

Click to tweet	<p>Join us to say THANK YOU to our 3.2 m teachers & 3.4 m professional, administrative & support staff serving more than 48 m students in #publicschools during #PublicSchoolsWeek Feb. 21-25, 2022. www.publicschoolproud.org #PublicSchoolProud #PSW22</p>
Click to tweet	<p>9 out of 10 students—over 48 million—attend a public school. Public schools welcome every child—regardless of ability, race, religion, wealth, language, country of origin or needs. Celebrate Public Schools Week Feb. 21-25, 2022. www.publicschoolproud.org #PublicSchoolProud #PSW22</p>
Click to tweet	<p>Public Schools Week brings together school leaders, educators, school board members, parents & community leaders to recognize the importance of our nation’s public schools and our students’ futures. Join us Feb. 21-25, 2022 www.publicschoolproud.org #PublicSchoolProud #PSW22</p>

Suggested Images

You can download these photos from our Google drive and use to promote Public School Week.

- [Facebook/Instagram](#)
- [Twitter](#)
- [Banner](#)



**PUBLIC
SCHOOLS
WEEK**

We are #PublicSchoolProud

Make Your Own Image Using Our Canva Templates

We have created Canva templates that you can customize. Click on the links below, and you will be prompted to enter your email to create a free Canva account. Each template has directions for how to import your own photos to personalize your message.

For [square version](#) (Facebook, Twitter, Instagram, LinkedIn)

For [horizontal version](#) (Facebook, Twitter, LinkedIn)