

17th Annual California Afterschool & Summer Challenge

SOCIAL MEDIA TOOLKIT

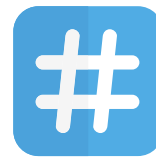
Help promote the importance of afterschool and summer programs
for children and families across California



@SaveAfterschlCa
@CalSAC



@SaveAfterschoolCA
@CalSAC



#CaAfterschoolWorks

Tips for social media posts

- If your program is operating in person, record stories from students/families about how afterschool has impacted their lives
- Use #CaAfterschoolWorks
- Tag your legislator to share directly with them: [Find your legislator](#)
- Be sure to follow your existing photo release policies

Sample Tweets & Posts

- We're excited to join @CalSAC @SaveAfterschlCa & supporters from across CA at the 17th annual Afterschool & Summer Challenge to show that #CaAfterschoolWorks
- We look forward to meeting with #CALeg <Tag your legislator> to discuss how to protect afterschool for kids & families #CaAfterschoolWorks
- Students, parents, providers & supporters are meeting with #CALeg today to discuss how we can protect afterschool for kids & families #CaAfterschoolWorks
- Afterschool is important because <Fill in your reason>. #CaAfterschoolWorks
- Afterschool changes lives. Here are a few of our stories. @GavinNewsom #CaAfterschoolWorks <Include video stories from your program>