



MAYOR'S INTERAGENCY TASK FORCE  
ON TRUANCY, CHRONIC ABSENTEEISM  
AND SCHOOL ENGAGEMENT

## **Social Media Engagement: Sample Tweets for a School's Twitter Account**

Utilizing social media channels is an important aspect of the *Every Student, Every Day* campaign. By creating and publicizing a Twitter account, schools or school districts can rapidly share important information with parents. Below is a list of sample tweets to give you ideas for your own social media campaign.

### Parent Engagement:

- #NYC parents, if you need help keeping your students in school and on track, check out our new Help Center at: <http://SchoolEveryDayNYC.org>
- #NYC parents, make sure to sign up your child for a #wakeup call to get to school on time.
- #NYCparents, make sure to learn about what your child has been doing in school!
- #NYCparents, do you know what your child learned in school today?

### Community Engagement/Service:

- Hey #NYCstudents, make sure to stay involved in your communities and give back this month.
- Look to your faith and community leaders for support to attend school!
- About 573,000 students participate in community service in NYC every year!
- Did you know that over 150 different languages are spoken in the homes of NYC public school students?

### General:

- Make sure to keep up the good work and arrive to #school on time!
- NYC has the largest system of public schools in the US, serving 1.1 million students in 1,700 schools.
- Make sure to join the 1.1 million other #students in NYC in school #everyday!
- Check out the city's overall attendance statistics each day on:  
<http://schools.nyc.gov/AboutUs/data/Attendance.htm>

