



NebraskaREADS
Social Media Playbook



Introduction

This social media playbook is designed to leverage digital media channels with the focus on providing families with information and resources to extend literacy learning to the home. The toolkit includes social media best practices, month by month posts, and graphics to most effectively engage with families in Nebraska.

Intentional repetition is key to make an impact on social media. In addition to proposed posts, this toolkit includes recommendations of key individuals, organizations, resources, hashtags and timing that support an effective, comprehensive social media engagement strategy.

For best results, revise, edit, and repurpose these messages and visuals to best suit your school, school district or organization's need.

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SOCIAL MEDIA BEST PRACTICES



Before implementing this social media strategy, consider a basic set of best practices to effectively leverage the materials you have and engage with your target audience: parents!

Content

When posting, the key is to maintain a consistent continual presence, publishing content at least two times per week. **Content should also be short, no more than two sentences**, to ensure that the audience can easily ascertain the key message and call-to-action. Whenever possible, post pictures or video. Visual posts get more interaction.

Tips for Effective Engagement

Make sure to create opportunities for interaction—whether you tag a key influencer or link to a critical resource on the Nebraska Department of Education Website. The content included in this playbook is primarily designed to engage parents and caregivers. **Make sure to create opportunities for interaction.**

In turn, leverage any other dialogues or social media content that is focused on early literacy. Respond directly or share it out to your networks. As a part of your social media strategy, you will want to build your network of stakeholders interested in this issue that can disseminate your posts and messages. We have created opportunities to do this across the various social media posts below.

2X per week
2 sentences max

Tag key influencers
Build your network of stakeholders

Use engaging visuals to supplement your content

Include a call-to-action

Here is the cheat-sheet for each of the platforms recommended for highest engagement:

Instagram—an increasingly popular platform with over 500 million daily active users, 16 billion photos shared and 1 billion likes daily, this platform is one of your best bets for engagement with parents. Sunday posts have the highest engagement.

Facebook—the world's largest social platform with over 1 billion active monthly users. It's very likely that you have an involved parent community just waiting for your posts. Optimal times to post are Mondays-Thursdays, right before lunch or right after rush hour.

Twitter—a popular microblogging platform which is ideal for quick updates. The key to being successful on Twitter is to post consistently. Tweets with links are 86% more likely to be retweeted, while posts with images get 2x the engagement as tweets without. It is effective to use at least one hashtag per tweet to ensure you are reaching individuals beyond your network of followers.

STATE PARTNERS/KEY INFLUENCERS



In order to increase social presence, it is critical to engage with—and re-broadcast content from—a variety of local partners invested in K-3 literacy. This helps to expand the reach of messages to other members of target audiences and can help generate momentum around the campaign.

See below for an initial list of partners across the state that are actively engaged in this issue across social media platforms—and can serve as a conduit to parents, policymakers, educators and other key stakeholders. There are also posts in the editorial calendar that can be used to actively engage with these stakeholders.

However, monitor these accounts when possible, and when relevant, respond directly to or re-post their content.

Partner	Website	Social Media Handles/Link
Early Childhood Buffet Institute	https://buffettinstitute.nebraska.edu/	Twitter: @BuffettECI Facebook: @BuffettECI
First Five Nebraska	http://firstfivenebraska.org/	Twitter: @FirstFiveNebr Facebook: @firstfivenebraska
Nebraska State Literacy Association	https://www.nereads.org/	Twitter: @NebraskaReads Facebook: NebraskaStateLiteracyAssoc
Nebraska State Education Association	https://www.nsea.org/	Twitter: @nsea_org Facebook: @nsea.org
Nebraska Dyslexia Association	https://nebraskadyslexia.org/	Twitter: @NEDyslexiaAssn Facebook: @NebraskaDyslexiaAssociation
Nebraska Library Association	https://nebraskalibraries.org/	Twitter: @NebLibraries Facebook: @NebLibraries
I Love Public Schools	https://iloveps.org/	Twitter: @NElovesPS Facebook: @NElovesPS
Nebraska ESU Coordinating Council	https://www.esucc.org/	Twitter: @ESUCC Facebook: @NebraskaESUCC

TWITTER HANDLES TO INCLUDE IN POSTS



In addition to key state partners, there are a collection of educators and other individuals that actively speak to K-3 literacy on Twitter—and offer significant exposure to parents across the state. See below for a list of those accounts and their handles for use in additional social media content. Also, make sure to follow and track these accounts, join Twitter chats, or engage with their K-3 literacy-focused content.

Name	Website	Twitter Handles
Abby Burke, Reading Specialist, Nebraska Department of Education	https://www.education.ne.gov/nebraskareads/	@NDE_Reads
Matthew L. Blomstedt, Nebraska Commissioner of Education	https://www.education.ne.gov/commissioner/	@NDE_Commish
Nebraska Public School Advantage	https://www.nebraska-advantage.org/	@NEadvantage
Gov. Pete Ricketts	https://governor.nebraska.gov/	@GovRicketts
Megan Helberg, 2020 Nebraska Teacher of the Year	https://www.education.ne.gov/toy/2020-nebraska-teacher-of-the-year/	@meghelberg
Nebraska Early Childhood Collaborative	https://nebraskaeearly.org/	@NebraskaEarly
Sue Sheridan-Statz, Director, Nebraska Center for Research on Children, Youth, Families and Schools	https://cyfs.unl.edu/	@ssheridan2
Tammy Schaefer, President, Nebraska Association of Elementary Principals	https://www.ncsa.org/	@tamschaefer
Read Aloud Nebraska	readaloudnebraska.org	@ReadAloudNeb
Plum Creek Children's Literacy Festival	https://www.cune.edu/plum-creek-childrens-literacy-festival	@PlumCreekFest
Dr. Sherri Jones	https://cehs.unl.edu/	@drsherrijones
Cheryl Logan, Superintendent of Omaha Public Schools	https://district.ops.org/DEPARTMENTS/Office-of-the-Superintendent	@OPS_LoganSupt
Steve Joel, Superintendent of Lincoln Public Schools	https://home.lps.org/superintendent/	@sjoel59

KEY HASHTAGS TO INCLUDE IN POSTS



As mentioned earlier in the playbook, hashtags serve as a useful way to reach other state and national stakeholders that may not fall within your social media networks. They also provide an entry point into relevant, issue-based conversations that one can participate in—and, in turn, engage relevant members of a target audience.

Here is a sampling of a few hashtags that are particularly salient in the state and are used on a frequent basis:

#NebraskaREADS

#nebraskaearly

#NEearlyliteracy

To enter the national conversation and reach an even wider audience, here are hashtags that are used in K-3 literacy dialogues across the country.

#GLReading

#k3reading

#reading

#earlyliteracymatters

#readacrossamerica

#raisingreaders

#earlyed

#knowbetterdobetter

#k12

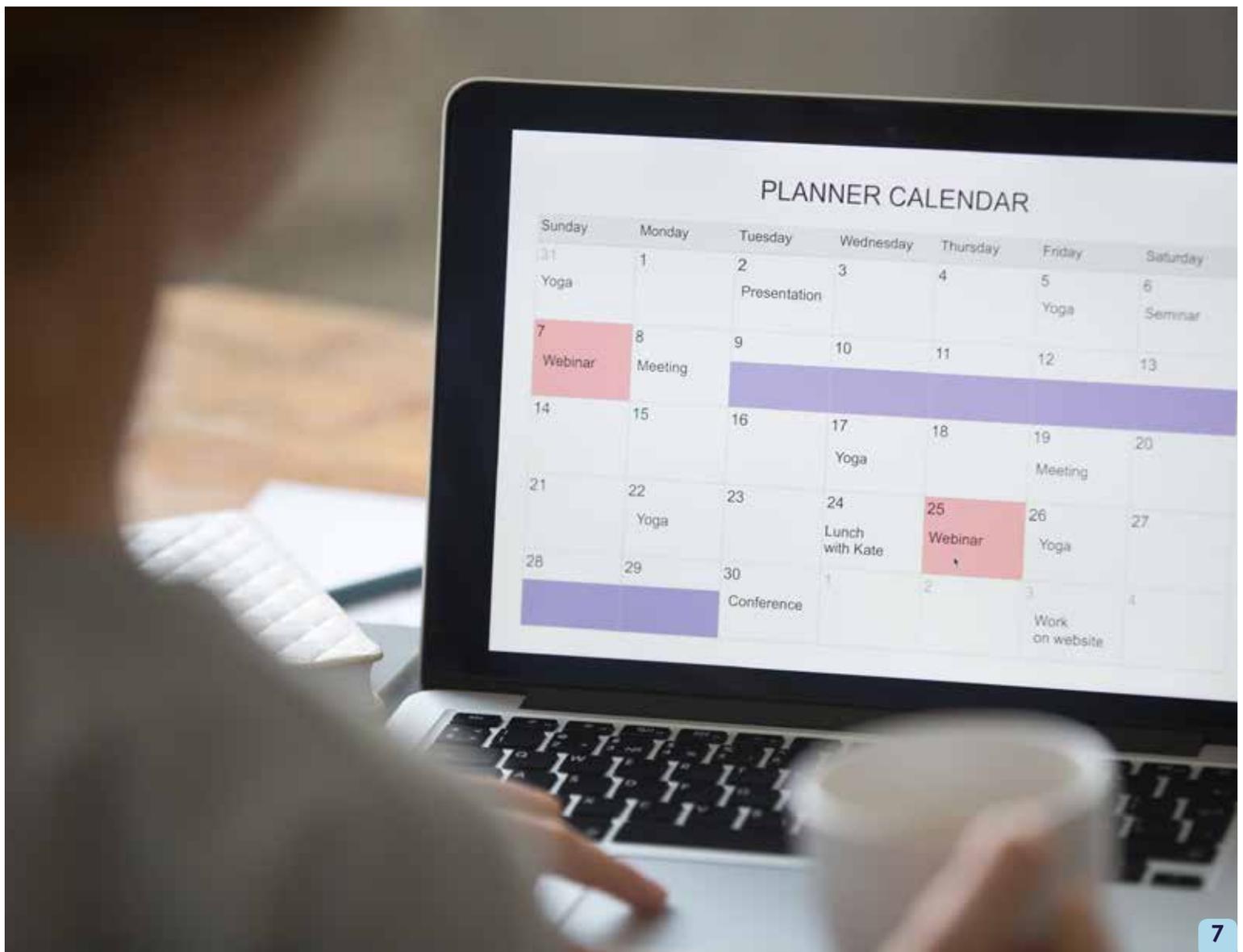
#PTchat

SOCIAL MEDIA CONTENT CALENDAR

This section includes a set of Instagram, Facebook and Twitter posts to use over the course of the year to maintain outreach and engagement efforts.

This content is divided across Nebraska's statewide NebraskaREADS initiative and provides ideas for parent engagement. There are also messages to use around particular holidays and preparing aspects of the school year.

With the additional recommendations around visuals, graphics, and other assets for use, this can serve as a roadmap to reach parents. The social media content calendar provides a framework that can be adjusted or built out further to meet additional needs and goals.



JULY SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 1	Reading Strategies	<p>Happy 4th of July! Make reading fun this week by taking books outside! If you're headed out, pack some of your child's favorite books to read during slow or down times.</p> <p>#NebraskaEarly #K3Reading</p>	<p>Happy 4th of July! Make reading fun this week by taking books outside! If you're headed out, pack some of your child's favorite books to read during slow or down times.</p>	<p>Happy 4th of July! If you're headed out, consider packing books for your child to read during slow or down times.</p> <p>#NebraskaREADS #K3Reading #earlyliteracy</p>	Stock photo
	National Give Something Away Day	<p>Did you know that today is #NationalGive SomethingAwayDay? Why not donate books you've read to your local library or a school? Let's spread the joy of reading and give away old books today!</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #NebraskaEarly #NebraskaREADS</p>	<p>Did you know that today is #NationalGive SomethingAwayDay? Why not donate books you've read to your local library or a school? Let's spread the joy of reading and give away old books today</p>	<p>#DYK that today is #NationalGive SomethingAwayDay? Why not donate books you've read to your local library or a school? #NebraskaREADS</p>	Stock photo
	Reading Strategies	<p>Read early and read often! Reading for 20 minutes each day is a good rule of thumb to ensure your child has plenty of practice building literacy skills. What are some of the ways you and your child enjoy reading together?</p> <p>#getkidsreading earlyed #readingwithkids</p>	<p>Read early and read often! Reading at least 20 minutes every day is a good rule of thumb to ensure your child has plenty of practice building literacy skills. What are some of the ways you and your child enjoy reading together?</p>	<p>Reading at least 20 mins every day is a good rule of thumb to ensure your child has plenty of practice building literacy skills! What are some of the ways you and your child enjoy reading together?</p> <p>#NebraskaREADS #K3Reading #earlyliteracy</p>	Stock photo

JULY SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 2	Importance of Reading	<p>By mastering reading skills by the end of the third grade, your child will be much more likely to succeed in fourth grade and beyond. What makes reading with your child fun? #NebraskaREADS</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #NebraskaEarly #NebraskaREADS</p>	<p>By mastering reading skills by the end of the third grade, your child will be much more likely to succeed in fourth grade and beyond. What makes reading with your child fun?</p>	<p>By mastering reading skills by the end of the third grade, your child will be much more likely to succeed in fourth grade and beyond. What makes reading with your child fun? #NebraskaREADS</p>	Stock photo
	Reading Strategies	<p>Encourage your child to read by making sure books are around. Your child will be more likely to pick up a book and read if they are easy to find!</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Encourage your child to read by making sure books are around. Your child will be more likely to pick up a book and read if they are easy to find!</p>	<p>Encourage your child to read by making sure books are around. Your child will be more likely to pick up a book and read if they are easy to find! #NebraskaREADS</p>	Stock photo
	Reading Strategies	<p>Reading helps to spark your child's imagination and inspires them to learn more about subjects they are interested in. If you're short on books, visit your local library to find new books that excite your child!</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Reading helps to spark your child's imagination and inspires them to learn more about subjects they are interested in. If you're short on books, visit your local library to find new books that excite your child!</p>	<p>Reading helps to spark your child's imagination and inspires them to learn more about subjects they are interested in. Visit your local library to find new books that excite your child! #earlyliteracy #k3reading</p>	Stock photo

JULY SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 3 NebraskaREADS	<p>By working to improve the reading skills of students in kindergarten through third grade, #NebraskaREADS strives to position all students for success as they progress toward college and career readiness.</p> <p>#readingisfun #readingskills #readingtips #elemed #NebraskaREADS</p>	<p>By working to improve the reading skills of students in kindergarten through third grade, NebraskaREADS strives to position all students for success as they progress toward college and career readiness.</p>	<p>By working to improve the reading skills of #K3students, #NebraskaREADS strives to position all students for success as they progress toward college and career readiness. #EarlyLiteracy #K3Reading</p>	Graphic: NebraskaREADS
Parent Engagement	<p>Summer is the perfect weather for reading outside! Don't forget to bring books with you to the pool or the park for your child to read. What is your child's favorite summer book? #NebraskaREADS</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #NebraskaEarly #NebraskaREADS</p>	<p>Summer is the perfect weather for reading outside! Don't forget to bring books with you to the pool or the park for your child to read.</p>	<p>Summer is the perfect weather for reading outside! Don't forget to bring books with you to the pool or the park for your child to read. #NebraskaREADS</p>	Stock photo
Reading Strategies	<p>#DYK: Writing is a great way to improve your child's reading skills! Have your child write letters to family members and friends to help them connect spoken words to written words.</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #NebraskaEarly #NebraskaREADS</p>	<p>Did you know: writing is a great way to improve your child's reading skills! Have your child write letters to family members and friends to help them connect spoken words to written words.</p>	<p>#DYK: Writing is a great way to improve your child's reading skills! Have your child write letters to family members and friends to help them connect spoken words to written words #NebraskaREADS</p>	Stock photo

JULY SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 4 Reading Strategies	Ask your child questions to help them better understand what they are reading. #NebraskaREADS #earlyliteracy	Ask your child questions to help them better understand what they are reading. {insert video link}	Ask your child questions to help them better understand what they are reading. {insert video link} #NebraskaREADS	Stock photo
Parent Engagement	Spelling and reading go hand in hand. Use refrigerator magnets to practice spelling. What other ways do you encourage your child to read and learn? Let us know in the comments. #literacymatters #NebraskaREADS #EarlyLiteracy	Spelling and reading go hand in hand. Use refrigerator magnets to practice spelling.	Spelling and reading go hand in hand. Use refrigerator magnets to practice spelling. #NebraskaEarly #NebraskaREADS	Stock photo
NebraskaREADS	Nebraska's reading policy, keeps parents of k-3 students informed of their child's reading progress. It also gives teachers the tools and resources to help all children read at or above their grade level. #NebraskaEarly #readingisfun #readingskills #NebraskaEarly #NebraskaREADS	Nebraska READS is a reading policy that keeps parents of k-3 students informed of their child's reading progress. It also gives teachers the tools and resources to help all children read at or above their grade level. {insert link to video}	Nebraska's reading policy keeps parents of k-3 students informed of their child's reading progress and gives teachers the tools their students need to succeed. {insert link to video} #NebraskaREADS	Nebraska Reading Improvement Act Video:

AUGUST SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 1 National Book Lovers Day (August 9)	<p>Happy #NationalBookLoversDay! What are some of your favorite books to read with your child? Let us know in the comments!</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elected #NebraskaEarly #NebraskaREADS</p>	<p>Happy National Book Lovers Day! What are some of your favorite books to read with your child?</p>	<p>Happy #NationalBookLoversDay What are some of your favorite books to read with your child? #NebraskaREADS #readingisfun</p>	Stock photo
Phonics/ Decoding	<p>Strong reading skills serve as the foundation for future learning. What kind of skills do you practice with your child?</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elected #earlyliteracy #K3Reading #NebraskaEarly #NebraskaREADS</p>	<p>Strong reading skills serve as the foundation for future learning. Learn more in this video: {insert link to video}</p>	<p>Strong #reading skills serve as the foundation for future learning. Learn more: {insert link to video} #NebraskaREAD</p>	<p>Sound-Spelling Pattern Word Sort Activity Video: https://youtu.be/mPXlqyT3LSg</p>
Parent Engagement	<p>As parents, you have an important role to play in helping your child become a strong reader. What are some of the ways you and your child enjoy reading together?</p> <p>#nebraskaearly #NebraskaREADS</p>	<p>As parents, you have an important role to play in helping your child become a strong reader. {insert link to video}</p>	<p>As parents, you have an important role to play in helping your child become a strong reader. {insert link to video} #NebraskaREADS #readingskills</p>	<p>Talking While Your Read Video: https://youtu.be/swGWVqJRc2g</p>

AUGUST SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 2 Importance of Reading	<p>Children who cannot read by the end of third grade are four times more likely to drop out of high school. But by mastering reading skills, your child will be more likely to graduate high school and be prepared for their future. #literacymatters</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #NebraskaREADS</p>	<p>Children who cannot read by the end of third grade are four times more likely to drop out of high school. But by mastering reading skills, your child will be more likely to graduate high school and be prepared for their future.</p>	<p>Children who can't read by the end of 3rd grade are 4x more likely to drop out of high school. But mastering reading skills has been linked to improved chances for success in school and life. #NebraskaREADS</p>	Graphic:
Reading Strategies	<p>Pick books at the right level and choose the right books and ones of interest to your child. Make sure the books your child is reading are just right, --not too hard and not too easy. What are some of your child's favorite books? #K3Reading</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Choose the right books and ones of interest to your child. Help your child select books that are just right —not too easy and not too hard.</p>	<p>Help your child select books that are just right —not too easy and not too hard. #K3Reading</p>	Stock photo
Back to School	<p>It's almost #BackToSchool time! Help your child prepare for the new school year by getting them in the habit of reading every day for 20 minutes.</p> <p>#NebraskaREADS #readingisfun #readingskills</p>	<p>It's almost Back to School time! Help your child prepare for the new school year by getting them in the habit of reading every day for 20 minutes.</p>	<p>It's almost #BackToSchool time! Help your child prepare for the new school year by getting them in the habit of reading every day for 20 minutes. #NebraskaREADS #readingisfun</p>	Graphic: Read for 20 minutes every day

AUGUST SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 3 Reading Strategies	<p>A great way to improve your child's reading skills is to have them write. Writing grocery lists, flashcards, or letters to family members and friends helps children connect spoken words to written words.</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #NebraskaREADS</p>	<p>A great way to improve your child's reading skills is to have them write. Writing grocery lists, flashcards, or letters to family members and friends helps children connect spoken words to written words.</p>	<p>A great way to improve your child's #readingskills is to have them write. Writing grocery lists, flashcards, or letters to family members helps children connect spoken words to written words. #NebraskaREADS</p>	Graphic: Strong Readers = Strong Leaders
NebraskaREADS	<p>By working to improve the reading skills of students in kindergarten through third grade, #NebraskaREADS is positioning all students for success as they progress toward college and career readiness.</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #nebraskaearly</p>	<p>By working to improve the reading skills of students in kindergarten through third grade, Nebraska READS is positioning all students for success as they progress toward college and career readiness.</p>	<p>By working to improve the reading skills of students in kindergarten through third grade, #NebraskaREADS is positionin all students for success as they progress toward college & career readiness. #K3Reading</p>	Graphic: NebraskaREADS
Parent Engagement	<p>It's never too early to start reading! If you have younger children in your family, include them in reading activities. They'll be exposed to a lot of new words, and everyone will get the benefits of reading together.</p> <p>#readingtips #NebraskaEarly #NebraskaREADS</p>	<p>It's never too early to start reading! If you have younger children in your family, include them in reading activities. They'll be exposed to lots of new words, and everyone will get the benefits of reading together.</p>	<p>It's never too early to start reading! If you have younger children in your family, include them in reading activities. #NebraskaREADS #NebraskaEarly</p>	Stock photo

AUGUST SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 4 Importance of Reading	<p>Make a game out of reading that the whole family can play. Select a common word and make it your family's #wordoftheday. Have each member look for it when they're out and about or reading, and then have everyone share where they saw it.</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #NebraskaEarly #NebraskaREADS</p>	<p>Make a game out of reading the whole family can play. Select a common word and make it your family's word-of-the-day. Have each member look for it when they're out and about or reading, and then have everyone share where they saw it. What's your word of the day? Let us know in the comments!</p>	<p>Make a game out of reading the whole family can play. Select a common word and make it your family's #wordoftheday. Don't forget to share where you saw it! #NebraskaREADS</p>	Stock photo
NebraskaREADS	<p>#NebraskaREADS gives schools and teachers the resources to pay close attention to students' reading skills and to identify struggling readers early on. It's all part of the plan to ensure all students who enter the 4th grade can read at or above grade level.</p> <p>#NebraskaEarly</p>	<p>NebraskaREADS gives schools and teachers the resources to pay close attention to students' reading skills and to identify struggling readers early on. It's all part of the plan to ensure all students who enter the 4th grade can read at or above grade level.</p>	<p>#NebraskaREADS gives schools and teachers the resources to pay close attention to students' reading skills and to identify struggling readers early on. #readeearly #earlyliteracy</p>	NebraskaREADS graphic

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 1	Labor Day	<p>As the summer comes to an end, this #LaborDayWeekend is a great time to read with your child. What book will you be reading together? #NebraskaREADS</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>As the summer comes to an end, this Labor Day weekend is a great time to read with your child. What book will you be reading together?</p>	<p>As the summer comes to an end, this #LaborDayWeekend is a great time to read with your child. What book will you be reading together? #NebraskaREADS</p>	Stock photo
	Parent Engagement	<p>Be a Reading Role Model! Children often copy the things they see adults around them doing. Take time to read for yourself each day, and talk to your child about your favorite books, authors, and stories.</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Be a Reading Role Model! Children often copy the things they see adults around them doing. Take time to read for yourself each day, and talk to your child about your favorite books, authors, and stories.</p>	<p>Be a Reading Role Model! Children often copy the things they see adults around them doing. Take time to read for yourself each day, and talk to your child about your favorite books, authors, and stories. #NebraskaEarly</p>	Be A Reading Role Model Graphic

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 2 Reading Strategies	<p>When you read with your child, ask them questions and talk about the words in their books. This helps them understand what they are reading. What are some of your family's reading strategies? Share them in the comments!</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #NebraskaEarly #NebraskaREADS</p>	<p>When you read with your child, ask them questions and talk about the words in their books. This helps them understand what they are reading. What other strategies work for your family? Let us know in the comments! {insert link to video}</p>	<p>When you read with your child, ask them questions and talk about the words in their books. This helps them understand what they are reading. {insert link to video} #NebraskaREADS</p>	<p>Talking While you Read Video:</p> <p>https://youtu.be/HtVdlHBpjyM</p>
National Kids Take Over The Kitchen Day (September 13)	<p>It's #KidsTakeOver TheKitchenDay! Reading happens all around us, especially in the kitchen. Have your child select a recipe and have them read all the instructions! Have a favorite recipe to make with your child? Share it in the comments!</p> <p>#NebraskaEarly #NebraskaREADS</p>	<p>Reading happens all around us, especially in the kitchen. Have your child select a recipe and have them read all the instructions! Share a picture of your edible masterpiece in the comments. {insert link to video}</p>	<p>Reading happens all around us, especially in the kitchen. Have your child select a recipe and have them read all the instructions! {insert link to video} #kidstakeover thekitchenday</p>	<p>Cooking Conversations Video:</p> <p>https://youtu.be/y2uEltffyFM</p>
Week 3 Importance of Reading	<p>Reading fuels children's imaginations and unleashes every child's potential to learn.</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Reading fuels children's imaginations and unleashes every child's potential to learn.</p>	<p>Reading fuels children's imaginations and unleashes every child's potential to learn. #earlyliteracy #NebraskaREADS</p>	<p>Graphic: Strong Readers = Strong Leaders</p>
Importance of Reading	<p>Parents play an important role in helping their children become strong readers. Ask your child's teacher for #readingtips you can use at home. Share tips that work in your home below!</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Parents play an important role in helping their children become strong readers. Ask your child's teacher for reading tips you can use at home. Share tips that work in your home below!</p>	<p>Parents play an important role in helping their children become strong readers. Ask your child's teacher for #readingtips you can use at home. #NebraskaREADS</p>	<p>Stock photo</p>

SEPTEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 4	Reading Strategies	<p>Did you know that when children read aloud, they are better able to learn sounds that letters make and sound out new words? Encourage them to practice by leading their own story time.</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Did you know that when children read aloud, they are better able to learn sounds that letters make and sound out new words? Encourage them to practice by leading their own story time. {insert link to video}</p>	<p>Did you know that when children read aloud, they are better able to learn sounds that letters make and sound out new words? Encourage them to practice by having them read for your family pet or their favorite stuffed animal. {insert link to video} #getkidsreading</p>	<p>When You Read to Me Video:</p> <p>https://youtu.be/pxrcdffJCyw</p>
	Reading Strategies	<p>Visit a library virtually this weekend! Many libraries host family events such as story-time, book clubs and author meet-and-greets, and they have resources for finding engaging books.</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Visit a library virtually this weekend! Many libraries host family events such as story-time, book clubs and author meet-and-greets, and they have resources for finding engaging books.</p>	<p>Visit a library virtually this weekend! Many libraries host family events such as story-time, book clubs and author meet-and-greets, and they have resources for finding engaging books. #NebraskaREADS</p>	<p>Provide a link to your school or local library</p>

OCTOBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 1	Importance of Vocabulary	<p>Did you know that building a strong vocabulary can help children be successful in school? Introducing students to new words can improve communication, reading, and writing skills! Here are some tips for building your child's vocabulary at home. #NebraskaREADS</p> <p>#K3Reading #earlyliteracy</p>	<p>Did you know that building a strong vocabulary can help children be successful in school? Here are some tips for building your child's vocabulary at home. {insert link to video}</p>	<p>Did you know that building a strong vocabulary can help children be successful in school? Here are some tips for building your child's vocabulary at home. {insert link to video} #NebraskaREADS</p>	<p>Build Your Child's Vocabulary Link: https://www.readingrockets.org/article/building-your-childs-vocabulary</p>
	Parent Engagement	<p>Many vocabulary words are learned outside the classroom! Just by doing daily tasks and having conversations with your child, they can learn new words and how to use them. What's your family's favorite activity to do together? #K3Reading #earlyliteracy #NebraskaEarly #NebraskaREADS</p>	<p>Just by doing daily tasks and having conversations with your child, they can learn new words and how to use them. What's your family's favorite activity to do together?</p>	<p>Just by doing daily tasks and having conversations with your child, they can learn new words and how to use them. What's your family's favorite activity to do together? #K3Reading #earlyliteracy #NebraskaEarly #NebraskaREADS</p>	<p>Stock photo</p>

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Week 2 Vocabulary in the Community	<p>We can use examples from the world around us to learn new words. At your next grocery store outing, help your child brainstorm some adjectives to describe the foods they see!</p> <p>#K3Reading #earlyliteracy #NebraskaEarly #NebraskaREADS</p>	<p>We can use examples from the world around us to learn new words. At your next grocery store outing, help your child brainstorm some adjectives to describe the foods they see! {insert link to video}</p>	<p>We can use examples from the world around us to learn new words. At your next grocery store outing, help your child brainstorm some adjectives to describe the foods they see! {insert link to video}</p> <p>#NebraskaREADS</p>	<p>Reading Rockets Grocery Store Literacy Link:</p> <p>https://www.readingrockets.org/article/grocery-store-literacy</p>
Phonics	<p>Phonics is the ability to understand the relationship between letters and the sounds they represent. Help your child develop phonics using these activities. {insert link}</p> <p>#K3Reading #earlyliteracy #NebraskaEarly #NebraskaREADS</p>	<p>Technology can be a great resource for children to learn new words! Check out this interactive game to help your child learn while having fun. {insert link}</p>	<p>Technology can be a great resource for children to learn new words! Check out this interactive game to help your child learn while having fun. {insert link}</p> <p>#K3Reading #earlyliteracy #NebraskaEarly #NebraskaREADS</p>	<p>Read at Home Plan for Student Success Resource:</p> <p>https://www.education.ne.gov/nebraskareads/communication-resources/#parents</p>
Week 3 Reading to Build Vocabulary	<p>October is National Book Month! Read a book with your child and talk about what you see happening in the story. What's your favorite book to read at home?</p> <p>#K3Reading #earlyliteracy #NebraskaREADS</p>	<p>October is National Book Month! Read a book with your child and talk about what you see happening in the story. What's your favorite book to read at home? {insert link}</p>	<p>October is National Book Month! Read a book with your child and talk about what you see happening in the story. What's your favorite book to read at home? {insert link}</p> <p>#K3Reading #earlyliteracy #NebraskaREADS</p>	<p>Link to your school or local library</p>
Reading to Build Vocabulary	<p>Reading books with challenging words can help your child grow their vocabulary. Ask your child's teacher for book recommendations that will introduce new words at your child's pace!</p> <p>#K3Reading #earlyliteracy #NebraskaEarly #NebraskaREADS</p>	<p>Reading books with challenging words can help your child grow their vocabulary. Ask your child's teacher for book recommendations that will introduce new words at your child's pace!</p>	<p>Reading books with challenging words can help your child grow their vocabulary. Ask your child's teacher for book recommendations that will introduce new words at your child's pace!</p> <p>#NebraskaREADS</p>	<p>Stock photo</p>

OCTOBER SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 4 Teaching by Talking	<p>One way that children learn new words is by having conversations with adults! Talking with your children during meal times can be a great way to build a strong vocabulary. What's your favorite meal to eat together? Let us know in the comments.</p> <p>#K3Reading #earlyliteracy #NebraskaREADS</p>	<p>One way children learn new words is by having conversations with adults! Talk with your children during meal times can be a great way to build a strong vocabulary. What's your favorite meal to eat together? Let us know in the comments. {insert link to video}</p>	<p>One way that children learn new words is by having conversations with adults! Talking with your children during meal times can be a great way to build a strong vocabulary. What's your favorite meal to eat together? Reply to let us know! {insert link to video}</p>	<p>Talking and Writing in the Kitchen Video: https://youtu.be/gGek6lii26g</p>
Teaching by Talking	<p>Many vocabulary words are learned indirectly! Introducing new words during daily conversations can help children build language skills. What's your child's favorite topic to talk about?</p> <p>#K3Reading #earlyliteracy #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Many vocabulary words are learned indirectly! Introducing new words during daily conversations can help children build language skills. What's your child's favorite topic to talk about?</p>	<p>Many vocabulary words are learned indirectly! Introducing new words during daily conversations can help children build language skills. What's your child's favorite topic to talk about? #NebraskaREADS</p>	<p>Stock photo</p>

NOVEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 1	Phonics and syllables	<p>When children know that letters are connected to sounds, reading becomes more natural! Reading aloud with your child can help them learn how letters and sounds work together. #NebraskaREADS</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly</p>	<p>When children know that letters are connected to sounds, reading becomes more natural! Reading aloud with your child can help them learn how letters and sounds work together. {insert link to video}</p>	<p>When children know that letters are connected to sounds, reading becomes more natural! Reading aloud with your child can help them learn how letters and sounds work together. {insert link to video} #NebraskaREADS</p>	<p>Talking While you Read Stories Video: https://youtu.be/XzrAQxZOSZI</p>
	Parent Engagement	<p>This month we want to empower parents to boost their child's literacy! What reading tips have been helpful in your home? Let us know in the comments!</p> <p>#K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS</p>	<p>This month we want to empower parents to boost their child's literacy! Check out this resource to learn more about what literacy looks like in and out of the classroom. What reading tips have been helpful in your home? Let us know in the comments! {insert link}</p>	<p>This month we want to empower parents to boost their child's literacy! What reading tips have been helpful in your home? {insert link} #K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #elemed #NebraskaEarly #NebraskaREADS #NebraskaEarly</p>	<p>Blog post about Parents and Literacy Resource https://www.scholastic.com/teachers/blog-posts/amanda-nehring/partnering-parents-literacy-activities-and-resources/</p>

NOVEMBER SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 2 Decoding Strategies	<p>As children learn to read, it's common to come across words they don't know. Decoding strategies help students figure out what a word means. Looking at pictures in a book can provide clues about what the text says. What's your child's favorite picture book at the moment?</p> <p>#earlyliteracy #readingisfun #NebraskaREADS</p>	<p>As children learn to read, it's common to come across words they don't know. Decoding strategies help students figure out what a word means. Looking at pictures in a book can provide clues about what the text says. What's your child's favorite picture book at the moment?</p>	<p>As children learn to read, it's common to come across words they don't know. Decoding strategies help students figure out what a word means. Looking at pictures in a book can provide clues about what the text says. What's your child's favorite picture book at the moment?</p> <p>#NebraskaREADS</p>	Stock photo
Decoding Practice - Breaking Down Words	<p>Breaking down word sounds can help students figure out an unknown word. Check out this interactive activity that can help your child practice breaking words into parts! {insert link to video}</p> <p>#NebraskaEarly #NebraskaREADS</p>	<p>Breaking down word sounds can help students figure out an unknown word. Check out this interactive activity that can help your child practice breaking words into parts! {insert link to video}</p>	<p>Breaking down word sounds can help students figure out an unknown word. Check out this interactive activity that can help your child practice breaking words into parts! {insert link to video}</p> <p>#NebraskaREADS</p>	<p>Prefix, Base Word, Suffix Video:</p> <p>https://youtu.be/MULUBiHkE6Q</p>
Week 3 Reading Fluency	<p>Fluency is one key part of being a strong reader! To be a fluent reader means to read smoothly without errors, while changing your voice expression with the text. Model fluency by reading aloud and asking your child to echo each sentence you read! {insert link to video}</p>	<p>Fluency is one key part of being a strong reader! Fluency means reading smoothly without errors, while changing your voice expression with the text. {insert link to video}</p>	<p>Fluency is one key part of being a strong reader! Fluency means reading smoothly without errors, while changing your voice expression with the text. {insert link to video}</p> <p>#NebraskaREADS</p>	<p>Echo Reading Video:</p> <p>https://youtu.be/Pm_zeF0s8I8</p>
Fluency Practice	<p>One way your child can build reading fluency is to practice reading aloud with a variety of books! Here's a great way to find new books that are at the right challenge level for your child. What kind of books interest your child right now? {insert link}</p> <p>#K3Reading #earlyliteracy #NebraskaREADS</p>	<p>One way your child can build reading fluency is to practice reading aloud with a variety of books! Here's a great way to find new books that are at the right challenge level for your child. What kind of books interest your child right now? {insert link}</p>	<p>One way your child can build reading fluency is to practice reading aloud with a variety of books! Here's a great way to find new books that are at the right challenge level for your child. What kind of books interest your child right now? {insert link}</p> <p>#earlyliteracy #NebraskaREADS</p>	Link to school or local library

NOVEMBER SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 4 Reading Comprehension	Strong readers are able to understand the meaning behind the text they read! Pausing to talk about the story the next time you read together can help your child practice reading comprehension skills. Here's a video showing a strategy for talking while you read. {insert link to video}	Strong readers are able to understand the meaning behind the text they read! Pausing to talk about the story the next time you read together can help your child practice reading comprehension skills. {insert link to video}	Strong readers are able to understand the meaning behind the text they read! Pausing to talk about the story the next time you read together can help your child practice reading comprehension skills. {insert link to video} #readingtips #readingisfun #NebraskaREADS	Reading Together Video: https://youtu.be/IXLNRw-H6wA
Comprehension Strategies	A great way to boost reading comprehension is to ask your child questions about what they're reading. This resource gives some helpful starting points for diving deeper into a story. {insert link} #K3Reading #earlyliteracy #readingisfun #readingskills #readingtips #NebraskaEarly #NebraskaREADS	A great way to boost reading comprehension is to ask your child questions about what they're reading. This resource gives some helpful starting points for diving deeper into a story. {insert link}	A great way to boost reading comprehension is to ask your child questions about what they're reading. This resource gives some helpful starting points for diving deeper into a story. {insert link} #NebraskaREADS	7 Important Questions to Ask Your Child During Story Time Blog https://www.scholastic.com/parents/books-and-reading/raise-a-reader-blog/story-time-questions.html

DECEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 1	Science and Literacy	<p>Reading and writing skills come in handy for all subject areas! Let's take some time to focus on science. What is your child learning about in the science classroom?</p> <p>#K3Reading #earlyliteracy #readingskills #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Reading and writing skills come in handy for all subject areas! Let's take some time to focus on science. What is your child learning about in the science classroom?</p>	<p>Reading and writing skills come in handy for all subject areas! Let's take some time to focus on science. What is your child learning about in the science classroom? #NebraskaREADS</p>	Stock photo
	Science and Literacy	<p>Watch astronauts on the Space Station read children's books and perform science demonstrations! Story Time From Space offers a delightful combination of science, literacy, and entertainment through its library of free, family-friendly videos. Go the Story time from Space website.</p>	<p>Watch astronauts on the Space Station read children's books and perform science demonstrations! Story Time From Space offers a delightful combination of science, literacy, and entertainment. {insert link}</p>	<p>Watch astronauts on the Space Station read children's books and perform science demonstrations! Story Time From Space offers a delightful combination of science, literacy, and entertainment through its library of free, family-friendly videos. {insert link}</p>	<p>Story Time from Space Website</p> <p>https://storytimefromspace.com/library/</p>

DECEMBER SOCIAL MEDIA CALENDAR

Timeline	Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 2	Science at Home	A fun way to learn science at home is through creative projects and experiments. Check out this article for tips on how to explore science outside of the classroom! Has your family tried any cool science tricks at home? Share in the comments below! #NebraskaEarly #NebraskaREADS	A fun way to learn science at home is through creative projects and experiments. Check out these tips on how to explore science outside the classroom! Has your family tried any cool science tricks at home? Share in the comments below! {insert link}	A fun way to learn science at home is through creative projects and experiments. Check out this article for tips on how to explore science outside of the classroom! Has your family tried any cool science tricks at home? Reply with your creative masterpiece! {insert link} #NebraskaREADS	Science at Home Resource: https://www.nsta.org/science-and-children/science-and-children-january-2020/science-home
	Science and Technology	Science and literacy happen all around us! These interactive activities can help your student learn scientific skills by asking questions and investigating the world around them! What does your little scientist currently like to explore? #NebraskaEarly #NebraskaREADS	Science and literacy happen all around us! These interactive activities can help your student learn scientific skills by asking questions and investigating the world around them! What does your little scientist currently like to explore? {insert link}	Science and literacy happen all around us! These interactive activities can help your student learn scientific skills by asking questions and investigating the world around them! What does your little scientist currently like to explore? {insert link} #NebraskaEarly #NebraskaREADS	PBS Learning Media Science Resource: https://net.pbslearningmedia.org/subjects/science/
Week 3	Science and Parent Engagement	As the weather gets colder, exploration doesn't have to stop! Reading books and conducting experiments are great ways to keep those creative gears turning while you're cozy inside. Check out your local library for books about science to explore together! {insert link}	As the weather gets colder, exploration doesn't have to stop! Check out your local library for books about science to explore together while staying cozy inside! {insert link}	As the weather gets colder, exploration doesn't have to stop! Check out your local library for books about science to explore together while staying cozy inside! {insert link} #NebraskaREADS	Add link to school or local library
	Talking through Science	Encourage curiosity early on by helping your child make predictions and observations about the world around them. Not only does this encourage a scientific mindset, but it's also a great way to practice language skills! #K3Reading #earlyliteracy #NebraskaEarly #NebraskaREADS	Encourage your child's curiosity by helping them make predictions and observations about the world around them. Not only does this encourage a scientific mindset, but it's also a great way to practice language skills!	Encourage your child's curiosity by helping them make predictions and observations about the world around them. Not only does this encourage a scientific mindset, but it's also a great way to practice language skills!	Stock photo

DECEMBER SOCIAL MEDIA CALENDAR

Timeline Topic Area	Instagram Post	Facebook Post	Twitter Post	Supporting Asset
Week 4 Science and Writing	<p>Writing skills are important for scientific literacy! Help your child create a scientific journal to practice writing skills through recording scientific observations.</p> <p>#earlyliteracy #elemed #NebraskaEarly #NebraskaREADS</p>	<p>Writing skills are important for scientific literacy! Help your child create a scientific journal to practice writing skills through recording scientific observations. Check out this article for ideas for writing about science. {insert link}</p>	<p>Writing skills are important for scientific literacy! Help your child create a scientific journal to practice writing skills through recording scientific observations. Check out this article for ideas about what your child can record! {insert link}</p>	<p>Recording Observations: Journals and Field Notes Article</p> <p>https://www.readingrockets.org/article/recording-observations-journals-and-field-notes</p>
Recording Observations	<p>Here in Nebraska, our weather can be unpredictable! Describing details of nature is one way to engage your child with science. What does your child notice about the weather outside? Talk about their observations to practice weather-related vocabulary words! #NebraskaREADS</p>	<p>Describing details of nature is one way to engage your child with science. What does your child notice about the weather outside? Talk about their observations to practice weather-related vocabulary words!</p>	<p>Describing details of nature is one way to engage your child with science. What does your child notice about the weather outside? Talk about their observations to practice weather-related vocabulary words! #NebraskaREADS</p>	<p>Stock photo</p>