

SOCIAL MEDIA GUIDELINES AND SAMPLE POSTS: NORTHWESTERN PA

Thank you for your hard work and excitement in making Remake Learning Days Northwestern PA a success! We are thrilled for the festivals to return, to once again celebrate innovations in learning. We also understand that this year will look a little different but with the addition of virtual event options, we are incredibly excited to expand the reach of your region and celebrate your festival!

This document is to serve as a social media 'cheat sheet' to help inform your content before, during and after your festival. Please refer to the Social Media Toolkit for specific guidelines for posting on social media platforms. In addition, we're providing sample posts and ideas below. These are just example posts; feel free to create your own unique content, too!

Important things to note as you are posting:

- ✓ Please use both the **national** and **local** hashtags listed below.
- ✓ Please tag the below **partners** as much as relevant.
- ✓ Call-out if the event is virtual or in-person; if in-person, explain any safety precautions that are in-place.
- ✓ **IMPORTANT:** Please share any photos, quotes, videos from events with our social media team at **RLDAA@remakinglearning.org**. We will use these photos to recap the events and share from our social media platforms!

Some ideas of **photo assets** to share from virtual events:



- If an event features a project (arts, maker, science, etc.), share images of participants finished projects
- Share any notable quotes or soundbites from event participants
- Clear screenshots of virtual events
- Photos of event hosts 'teaching' during the virtual event
- Behind the scenes - a picture of a parent and child behind the computer interacting with the festival events (maybe a pet "photobombing") etc.
- Headshots of influential leader engaged during an event
- Lifestyle photos of the activity to use as examples (can be from a previous time, does not need to be in real-time)



in partnership
with





National hashtag: **#RemakeDays**

Your regional hashtag: **#RemakeDaysNWPA**

@ Tag: **@remakedays, @commonsense, @digitalpromise, @PBSKids, @BeALearningHero, @nogginkids**

Quick Tips:

- REMINDER: The text content of a Tweet can contain up to 280 characters.
- Follow @remakedays, as well as any of your event hosts' or partners' handles; retweet, like and reply to anything relevant that they post. (Ex. "Looks like a blast! Thanks for being a part of #RemakeDays!")
- Follow the national and regional hashtags and retweet or respond to posts as you see fit. (Ex. "Awesome photo! Thanks for sharing!")
- Change your Twitter header to something related to Remake Learning Days (The sizing guide and social media asset are included in the RLDA 2021 shared Google folder)
- Show some love to your event hosts by tagging them and linking directly to their events website.
- Refer to the Social Media Toolkit for more helpful posting tips!

Sample Posts:

- We're excited for #RemakeDays happening May 6 - 16! Find a list of virtual and in-person events (most are FREE!) that we have planned here: <https://remakelearningdays.org/northwesternpa>. #RemakeDaysNWPA #RemakeDays are BACK! After sadly having to pause in 2020 (like everyone!) we couldn't be more excited for the #RemakeDaysNWPA happening May 6 - 16. Check out all the events here: <https://remakelearningdays.org/northwesternpa>
- Have a child interested in #STEAM? Check out these fun learning opportunities in May: (<https://remakelearningdays.org/northwesternpa>. #RemakeDays #RemakeDaysNWPA
- #RemakeDays offers a variety of local, educational experiences for kids for all ages. This year, we have events (virtual and in-person) that span from #technology to #STEM to #arts! Learn more and RSVP: <https://remakelearningdays.org/northwesternpa>
- Thanks @remakedays, @commonsense, @digitalpromise, @BeALearningHero @PBSKids & @nogginkids for making #RemakingDays in our area possible! #RemakeDaysNWPA is off and running, and we have so many innovative learning experiences planned: <https://remakelearningdays.org/northwesternpa>
- We're so happy to have [**@MENTION ORGANIZATION OR EVENT HOST HERE**] as a part of #RemakeDaysNWPA and #RemakeDays! Can't wait for their upcoming event! [**INSERT EVENT LINK HERE**].
- We are wrapping up an amazing week of #RemakeDays with #RemakeDaysNWPA! Let us know which types of events you loved this year -- and which types you'd like to see in the future!
- Did you know that our surveys show that kids enjoy learning more when their parent or caregiver is learning alongside them? Try something new together! Check out #RemakeDaysNWPA for an event that will spark your curiosity: <https://remakelearningdays.org/northwesternpa>
- Sincerest thanks to our national sponsors for joining us again for #RemakeDays. We are grateful for the generous support of The Grable Foundation, @CarnegieCorp @HewlettFound @schmidtfutures @greggbehr.



National hashtag: **#RemakeDays**

Your regional hashtag: **#RemakeDaysNWPA**

@ Tag: **@remakelearningdays, @commonsensemedia, @digitalpromise, @PBSKids, @bealearninghero, @noggin**

Quick Tips:

- Follow Remake Learning Days Facebook Page and tag them in all of your Facebook posts. (<https://www.facebook.com/remakelearningdays>)
- To tag Facebook Pages, simply start typing "@" and then then click on the appropriate handle. This will ensure they are correctly linked (rather than copying and pasting)!
- Try to limit hashtag use to no more than two hashtags per post (Facebook only).
- When sharing links, paste in the URL to the post, wait for the Facebook preview box to pop up then delete the URL. The Facebook preview box should still be there and your URL will be linked to your post.
- Create (or encourage your event hosts to create) Facebook events for each Remake Learning Days event happening, linking to the event RSVP page on the Remake Learning Days website; share the events and invite your followers to join.
- Change your Facebook header to something related to Remake Learning Days. (The sizing guide is included in the RLDA 2021 folder.)
- Show some love to your event hosts by tagging them and linking directly to their event page. Refer to the Social Media Toolkit for more helpful posting tips!

Sample Posts:

- **#RemakeDays** are BACK! After sadly having to pause in 2020 (like everyone!) we couldn't be more excited for the **@remakelearningdays** happening May 6 - 16. Check out all the events at the website below. What event are you most excited about? <https://remakelearningdays.org/northwesternpa> **#RemakeDaysNWPA**
- Did you know there are more than **[INSERT NUMBER]** Northwestern PA virtual and in-person events this month? **#RemakeDays** is happening May 6 - 16! Find a list of the events (most are FREE!) here:<https://remakelearningdays.org/northwesternpa>. **#RemakeDaysNWPA**
- For **#RemakeDays** this year, our region is offering innovative and educational experiences for every type of learner! Try tinkering with robots, creating new art, coding music and more. What types of experiences is your child excited to learn about? (<https://remakelearningdays.org/northwesternpa>)
- We have an amazing lineup for **#RemakeDays** this year! Check out the innovative learning experiences (both virtual and in-person) on the calendar for **#RemakeDaysNWPA** here: <https://remakelearningdays.org/northwesternpa>
- We are so excited to host **#RemakeDays** in our region! Thanks to the national partners **@remakedays, @remakelearning @commonsense, @digitalpromise, @bealearninghero @PBSKids & @noggin** for making **#RemakeDaysNWPA** possible!
- Sincerest thanks to our national sponsors for joining us again for **#RemakeDays**. We are grateful for the generous support of The Grable Foundation, Gregg Behr, **@CarnegieCorp @HewlettFound @schmidtfutures**.
- We're so happy to have **[@MENTION ORGANIZATION OR EVENT HOST HERE]** as a part of **#RemakeDaysNWPA** and **#RemakeDays**! Can't wait for their upcoming event! **[INSERT EVENT LINK HERE]**.
- Did you know that our surveys show that kids enjoy learning more when their parent or caregiver is learning alongside them? Try something new together! Check out **#RemakeDaysNWPA** for an event that will spark your curiosity: <https://remakelearningdays.org/northwesternpa>
- Thanks to all who joined us for **#RemakeDays** with **#RemakeDaysNWPA** this year! Let us know which types of events you loved this year -- and which types you'd like to see in the future.

INSTAGRAM

National hashtag: **#RemakeDays**

Your regional hashtag: **#RemakeDaysNWPA**

@ Tag: **@remakelearningdays, @commonsensemedia, @digitalpromise, @PBSKids, @noggin, #BeALearningHero**

Quick Tips:

- Follow Remake Learning Days Instagram account and tag them in all of your posts.
- Change the link in your bio to <https://remakelearningdays.org/northwesternpa>
- Hashtags are a great way to get discovered on Instagram! Share as many as are relevant.
- Follow and interact with posts that use national and local hashtags; you can share any relevant post as a Story from your account.
- Go Live or publish Instagram stories in real-time from events.
- Refer to the Social Media Toolkit for more helpful posting tips!

Instagram Feed, Stories, Live, IGTV and Reels:

- In-feed posts: Think of the Instagram feed as your Instagram homepage. These can consist of one image, one video, or many. These are best if you have still images and/or longer captions.
- Stories: These are short videos that will disappear after 24 hours. They are best to show real-time videos. You can add any Story to your "Highlights" if you'd like them to stay on your profile long term.
- Live: Live videos are, as the name suggests, live videos for anyone who is online at that time. These videos will disappear afterwards. These videos are ideal for real-time follower engagement and conversations, such as a Q&A session.
- IGTV: This is where you can post long videos. These videos will show up on the main part of your profile and in the designated IGTV tab on your profile. For followers, these posts will show up in their feeds and on the IGTV section of the "discover" page when you click the search icon.
- Reels: This is Instagram's newest post type and was created to mimic TikTok. These are short videos (30 seconds) that will not disappear and cannot be stitched together. They will appear on your main profile, as well as the "Reels" tab on your profile. This is currently one of the best ways to reach people who are not already following your account.

Sample Posts:

- #RemakeDays is BACK! After sadly having to pause in 2020 (like everyone!) we couldn't be more excited for the @remakelearningdays happening May 6 - 16. Check out all the events at the website below. What event are you most excited about? (<https://remakelearningdays.org/northwesternpa> #RemakeDaysNWPA)
- We are excited to be a community of learning! We have an amazing lineup of #RemakeDays events across Northwestern PA from May 6 - 16 (both virtual and in-person)! Most @remakelearningdays events are free; to find an event near you, check out <https://remakelearningdays.org/> #RemakeDaysNWPA
- Our region is offering innovative and educational experiences for every type of learner with @remakelearningdays! Try tinkering with robots, creating new art, coding music and more. What types of experiences is your child excited to learn about? See the link in our bio for more! #RemakeDays #RemakeDaysNWPA
- This is just one example of the learning experiences on the calendar for #RemakeDays! Click on the link in our bio to find more events like these. #RemakeDaysNWPA
- We are so excited to host #RemakeDays in our region! Thanks to the national partners @remakedays, @commonsenseorg, @digitalpromise, #BeALearningHero @PBSKids & @noggin for making #RemakeDaysNWPA possible!
- Did you know that our surveys show that kids enjoy learning more when their parent or caregiver is learning alongside them? Try something new together! Check out #RemakeDaysNWPA for an event that will spark your curiosity: <https://remakelearningdays.org/northwesternpa>
- Sincerest thanks to our national sponsors for joining us again for #RemakeDays. We are grateful for the generous support of The Grable Foundation, Gregg Behr, @CarnegieCorp @HewlettFound @schmidtfutures.
- Looks like a fun event with [**MENTION ORGANIZATION OR EVENT HOST HERE**] with students learning [**INSERT SOMETHING ABOUT EVENT**]. It's not too late to join @remakelearningdays! We still have many events happening this week. Check out the link in our bio! #RemakeDaysNWPA #RemakeDays
- Thanks to all who joined us for #RemakeDays this year! Here's one of our highlights from the week! Did you attend a @remakelearningdays event? #RemakeDaysNWPA