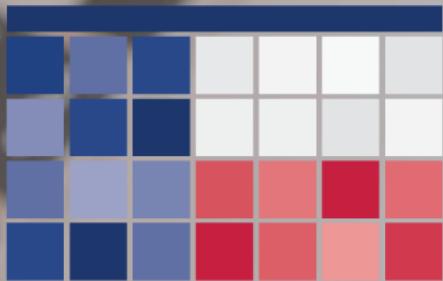


# SOCIAL MEDIA TOOLKIT



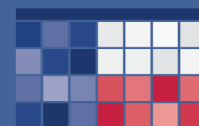
**A+ TEXAS**

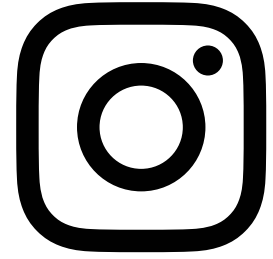
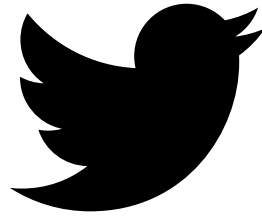
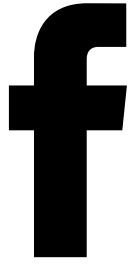
FOR STRONG FAMILIES  
& ECONOMIC FREEDOM

Thank you for supporting the A+ Texas coalition. This social media toolkit is a collection of suggestions for easy ways to leverage your personal social media for the cause – whether it’s among your friends, family, vendors, suppliers, etc. – and to stay in touch with A+ Texas’ efforts during the legislative session and beyond.

The success of this coalition depends on people just like you. As more voices join us in the conversation from communities and organizations across the state, legislators and their staffers will hear us loud and clear: the school year must stop encroaching farther into the summer because the consequences to student health, academic achievement, and the state’s economy are too much to bear.

We need your help, and we hope this social media toolkit provides the resources for you to get started. The sample posts we provide here are only starting points; let us (and your elected representatives) know why a later school start date is important to you. Follow A+ Texas to learn more about the issue and stay up to date on the latest information. Together, we’ll make a positive difference in the lives of our students by securing a later school start date in Texas.





**@aplustexas**

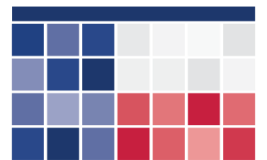
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**FOLLOW US**

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**[www.aplustexas.org](http://www.aplustexas.org)**  
**Click 'Get Involved'**



**A+ TEXAS**

**Use this toolkit to post on social media, share your thoughts, and re-post important information about A+ Texas.**

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## **HASHTAGS**

**TO JOIN THE CONVERSATION,  
USE THE FOLLOWING HASHTAGS  
TO ENGAGE AN AUDIENCE.**

**#aplustexas**

**#aplustx**

**#txlege**

**#schoolstartdate**

**#texaseconomy**

**#texasfamilies**



# SAMPLE POSTS

"We are comprised of families, educators, businesses and other like-minded people who are passionate about establishing a uniform school start date during the 1st week of September. Learn more information about our coalition:  
<https://aplustexas.org/>  
#aplustexas #txlege"

"Share this post if you agree that there should be a uniform school start date to ensure family activities, travel, and the economy do not get disturbed. #aplustexas #texasfamilies"

"With a September uniform start date, families and school children will benefit, and businesses and communities will experience economic prosperity. #aplustexas #schoolstartdate #txlege"

"Securing a consistent school start date in September strengthens the Texas economy and restores family time. #aplustexas #schoolstartdate #txlege"

