



ParentPowered Social Media Kit

Congratulations on offering ParentPowered to your families! This document provides social media post templates to help your team spread awareness about the program to the families you serve and your broader community.

OVERVIEW

We recommend creating a dedicated page or section on your organization's website with more information about ParentPowered and its implementation in your community. Link to this page in your social media posts. You can post the overview flyer and/or the family-facing flyer available in the Resources Section of your [ParentPowered dashboard](#).

Feel free to:

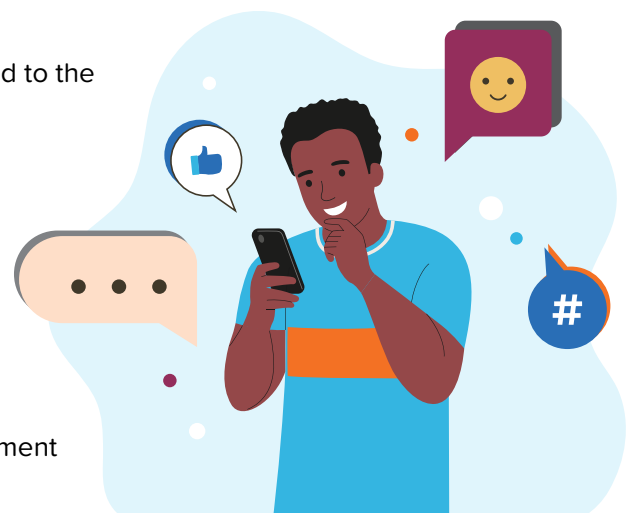
- Edit the sample posts to specify the age groups of the children you serve (ParentPowered is available up to grade 12).
- Share content from ParentPowered's social media accounts with your audience.
- Translate these sample messages into languages that best reach your community.

HANDLES AND HASHTAGS

Be sure to tag ParentPowered in your posts to stay connected to the larger ParentPowered community:

- Instagram: @ParentPoweredFE
- LinkedIn: ParentPowered
- Facebook: @ParentPoweredFE
- X (Twitter): @ParentPoweredFE

Suggested Hashtags: #ParentPowered #FamilyEngagement
#SchoolReadiness #ParentingTips #ReachEveryFamily
#EarlyChildhoodEducation #ParentalSupport #ChildDevelopment



ENGLISH POST TEMPLATES

1. General Announcement

Exciting news! We've partnered with @ParentPoweredFE to offer an evidence-based parenting curriculum to families at no cost. They'll receive text messages with fun facts and easy tips to help their children learn and grow. Learn more on our website: [Link]

2. Age-Specific Announcement

We're giving ALL our [AGE RANGE] families free access to @ParentPoweredFE, a research-based family curriculum delivered via text message. Read more: [Link]

3. Special Update

Special update for [ORG NAME / GEO AREA] families! You'll soon be enrolled in @ParentPoweredFE. You'll get text messages with fun facts and easy tips to help your children learn and grow, all at no cost to you! Learn more on our website: [Link]

4. Empowerment Message

We believe in empowering caregivers as #AtHomeLearning partners. So we're partnering with @ParentPoweredFE to offer a text-messaged parenting curriculum that fits seamlessly into daily routines. No extra time or supplies needed! [Link]

IMAGES

We've created images you can include in your posts that show different age ranges and different languages. Feel free to use these images or create your own.

Google Drive Folder with Images

Thank you for all you do to support families and empower them through evidence-based engagement solutions!

SPANISH POST TEMPLATES

1. General Announcement

Estamos brindando a todas nuestras familias con hijos de [EDADES] acceso gratis a @ParentPoweredFE, un currículo familiar basado en investigación que se entrega a través de mensajes de texto. Lee más aquí: [Link]

2. Age-Specific Announcement

Estamos brindando a todas nuestras familias con hijos de [EDADES] acceso gratis a @ParentPoweredFE, un currículo familiar basado en investigación que se entrega a través de mensajes de texto. Lee más aquí: [Link]

3. Special Update

¡Información especial para las familias de [NOMBRE DE LA ORGANIZACIÓN / ÁREA GEOGRÁFICA]! Pronto se inscribirán en @ParentPoweredFE. Recibirán mensajes de texto con datos y consejos sencillos para ayudar a sus hijos a aprender y crecer. ¡Todo sin costo para ustedes! Obtén más información en nuestro sitio web: [Link]

4. Empowerment Message

Creemos en empoderar a los padres y madres como socios en el aprendizaje en casa. Por eso nos estamos asociando con @ParentPoweredFE para ofrecer un currículo de crianza que se entrega por mensajes de texto y se adapta perfectamente a las rutinas diarias. ¡No se necesita tiempo extra ni materiales adicionales! [Link]

STAY CONNECTED

Be sure to follow us on social media to stay up to date on announcements, webinars, and free resources to support your work and your families:



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