

BACK2AFTERSCHOOL SOCIAL MEDIA SAMPLE POSTS

Join us from August 19 to September 8 as we welcome 10.2 million kids across the country #Back2Afterschool!

As Congress moves toward the final steps of the ESEA reauthorization process, let's work together to highlight the critical role afterschool programs play across the country and the continued need for investment to make sure every child has the opportunity to go #Back2Afterschool next fall.

Please share your #Back2Afterschool photos and stories with us on Twitter, Facebook and Instagram—you could be featured on our [Back to Afterschool](#) Pinterest board!

TWITTER

We encourage you to customize and share the following tweets—fill in numbers from our *America After 3PM* data dashboard and drop in your state abbreviation to add some local color.

- **##,000 XX** kids are headed #Back2Afterschool this fall! Let's make sure every kid has that opportunity: <http://ow.ly/R0GqY>
- **###,000 XX** kids are still left out of afterschool programs—let's make sure EVERY kid can go #Back2Afterschool: <http://ow.ly/R0GqY>

Short on time? Share these national tweets with just one click.

- 10.2M kids are heading #Back2Afterschool! But nearly 20M are being left out—let's close the gap: <http://ow.ly/R0Nsf> #backtoschool [[Click to tweet this!](#)]
- More kids than ever are heading #Back2Afterschool this fall! Let's make sure EVERY kid has that opportunity: <http://ow.ly/R0Nsf> [[Click to tweet this!](#)]
- For every kid heading #Back2Afterschool, 2 more are still left out. It's time to change that: <http://ow.ly/R0Nsf> [[Click to tweet this!](#)]
- #BackToSchool means danger between 3 and 6PM. Afterschool can keep kids safe! Let's send every kid #Back2Afterschool: <http://ow.ly/R0Nsf> [[Click to tweet this!](#)]

Again, be sure to share your own #Back2Afterschool photos and stories with us (and the world)! Try using this example—fill in a couple of the exciting opportunities you've lined up for your students and use extra space to share a photo or [tag your representatives in Congress](#).

- Our #Back2Afterschool lineup? Robotics, painting, yoga (& more!). But for each kid in our program, 2 other kids are left out.

NATIONAL CHILDHOOD OBESITY AWARENESS MONTH

September is National Childhood Obesity Awareness Month. Please consider using the following tweets from September 1 to September 8 to highlight afterschool's role in keeping kids active and healthy.

- **##%** of **XX** parents say their kids can get active when they head #Back2Afterschool! #Invest3to6 to fight #ChildObesity: <http://ow.ly/R0K4Q>
- **##%** of **XX** parents say #Back2Afterschool = healthy afterschool meals for their kids! #Invest3to6 to end #ChildObesity: <http://ow.ly/R0MO1>



Short on time? Share these national tweets with just one click.

- 80% of parents say #Back2Afterschool means opportunities to get active! Make sure every kid has access: <http://ow.ly/ROKDF> #ChildObesity [[Click to tweet this!](#)]
- #ChildObesity affects 1 in 3 kids—but going #Back2Afterschool = getting active & healthy! Help give every kid access: <http://ow.ly/ROLiO> [[Click to tweet this!](#)]

FACEBOOK

We encourage you to customize these posts and include *America After 3PM* data from your state to add local appeal! We also love seeing your back-to-afterschool photos—consider using this sample text alongside back-to-afterschool photos and stories from your program.

- **##,000** kids in [STATE NAME] are headed #Back2Afterschool this fall! That means **##,000** kids will have a safe place to go every day after school where they'll be inspired to learn, get active, and more. Let's make sure every kid has that opportunity next year! <http://ow.ly/ROGqY>
- **##,000** kids in [STATE NAME] are headed #Back2Afterschool this fall, but **###,000** are still left out. Let's give EVERY kid a safe place to go every day after school to inspire learning and help working families across [STATE NAME]: <http://ow.ly/ROGqY>

Short on time? Use this national content instead.

- Across the country, 10.2 million kids are heading #Back2Afterschool! Afterschool participation is higher than ever, but for every kid in a program, two are still being left out. Let's work to offer a spot to EVERY child who wants one: <http://ow.ly/ROGqY>
- Across the country, more than 10 million kids are heading #Back2Afterschool for a year of learning and fun, all while staying safe between the dangerous hours of 3 and 6PM—the peak hours for juvenile crime. But for every kid in a program, two are still being left out. Let's change that: <http://ow.ly/ROGqY>

Again, be sure to share your own #Back2Afterschool photos and stories with us (and the world)! Try using this example—fill in a couple of the exciting opportunities you've lined up for your students and use it to caption a photo of your program in action.

- Our #Back2Afterschool lineup: gardening, yoga and chess! But for every child in our program, two other children are left out. For those kids, 3 to 6PM is called the danger zone. Juvenile crime peaks. Experimentation with drinking, drugs and smoking climb. Let's make sure that every kid has a safe place to go after school where they can keep learning, get active, and have fun!

NATIONAL CHILDHOOD OBESITY AWARENESS MONTH

September is National Childhood Obesity Awareness Month. Please consider using the following content from September 1 to September 8 to highlight afterschool's role in keeping kids active and healthy.

- **##%** of parents in [STATE NAME] say that #Back2Afterschool means back to fun opportunities for their kids to get active and healthy! This #ChildObesity Awareness Month, let's work to give all kids access to the afterschool programs that are fighting the battle against childhood obesity: <http://ow.ly/ROK4Q>



- ##% of parents in [STATE NAME] say that heading #Back2Afterschool means their kids will be going back to healthy afterschool meals and snacks! This #ChildObesity Awareness Month, let's work to give all kids access to the afterschool programs that can keep them active and healthy: <http://ow.ly/ROMO1>

Short on time? Use this national content instead.

- Did you know #ChildObesity affects 1 in 3 kids? Fortunately, we know one way to combat the epidemic: 80% of parents say that #Back2Afterschool means back to fun opportunities to get active! This Childhood Obesity Awareness Month, let's work to give all kids access to the afterschool programs that can keep them active and healthy: <http://ow.ly/ROKDF>