

LIGHTS ON AFTERSCHOOL SOCIAL MEDIA GUIDE

It's almost time for the 17th annual *Lights On Afterschool* celebration on October 20! *Lights On Afterschool* is the only nationwide event celebrating afterschool programs and their important role in the lives of children, families and communities. Each year, as many as one million people come together at thousands of events around the world to send a powerful message that millions more kids need quality afterschool programs.

We want to make this year's celebration bigger and better than ever. Join us in the weeks ahead of *Lights On Afterschool* 2016 to spread the word and get the country ready for another brilliant nationwide rally.

WHAT TO SHARE

BEFORE YOUR EVENT

- Use the hashtag **#LightsOnAfterschool** in your tweets and Instagram posts.
- When you've got your event date, time, and location set, **create a Facebook event, Eventbrite page, or other webpage with all the details** about your celebration in one place. Share that link on social media so that people can RSVP and stay updated with any emerging details about the event.
- **Share photos or memories from your past *Lights On Afterschool* events** for Throwback Thursday (#TBT) to build excitement for this year's celebration.
- **Tweet or post to announce any guest speakers** when you've got them confirmed, and be sure to tag them when possible. Better yet, ask them to post on their own social media accounts to share the date, time, and location of your event and let their audience know they'll be in attendance.
- If your followers include colleagues from the afterschool community, **share your favorite planning tips and resources** from past years, whether those are from the *Lights On* event planning kit or just best practices you picked up yourself.
- If your followers include people who live outside your city or town, **share a link to our event locator** to help them find a celebration in their area: <http://www.afterschoolalliance.org/loaFindEvent.cfm>

DURING YOUR EVENT

- Use the hashtag **#LightsOnAfterschool** in your tweets and Instagram posts.
- **Take lots of photos and videos!** Share some of these during the event or, if possible, "livetweet" to show members of your audience who couldn't attend the celebration what's happening in real time.
- Use a live streaming video platform like Periscope or Facebook Live to **broadcast student performances, exciting guest speakers, or other dynamic components of your event.** It's a surprisingly easy way to provide a window into your celebration, and all it takes is a smartphone and a strong internet connection!
 - Periscope best practices: <http://blog.ketchum.com/15-periscope-twitter-tips/>
 - Facebook Live best practices: <https://www.facebook.com/facebookmedia/best-practices/live>
- **Share kids' and families comments.** Your students and their families can be some of the best spokespeople for your program. Ask them to share tweetable sound bites about what afterschool means to them, retweet and share social media posts from attendees, or take note of any great comments you overhear during the celebration.

AFTER YOUR EVENT

- Use the hashtag **#LightsOnAfterschool** in your tweets and Instagram posts.
- **Share photos or videos** from the celebration—both on social media and with us! Email your favorite photos to info@afterschoolalliance.org with your program name and location in the subject line.
- **Thank your audience for attending**, and for their support of your program and afterschool in general.
- **Thank your guest speakers** or other individuals who were integral to the success of your event.

SAMPLE POSTS

We know you're busy planning your *Lights On Afterschool* event, so feel free to copy this sample language.

TWEETS

ENCOURAGE YOUR PEERS TO SIGN UP

- #LightsOnAfterschool, the national rally for afterschool, is around the corner! Make sure your event is registered: <http://www.afterschoolalliance.org/loaHostEvent.cfm>
- Want to know how you can help keep the #LightsOnAfterschool? Participate in an event—or host your own!—this Oct. 20: <http://www.afterschoolalliance.org/loa.cfm>

ENCOURAGE YOUR FOLLOWERS TO ATTEND EVENTS

- Join us (and 1+ million people across the US) to celebrate the programs that support our kids! <http://www.afterschoolalliance.org/loaFindEvent.cfm> #LightsOnAfterschool
- Afterschool programs help families and keep kids safe and learning. Show the world what they mean to you on Oct. 20: <http://www.afterschoolalliance.org/loaFindEvent.cfm>

SHARE PLANNING RESOURCES WITH YOUR PEERS

- We're gearing up for #LightsOnAfterschool 2016—and we'd love for you to join us! @afterschool4all can help you plan: <http://www.afterschoolalliance.org/loaEventKit.cfm>
- From zombie fun runs to city-wide science experiments, #LightsOnAfterschool events can be anything! What's yours? <http://www.afterschoolalliance.org/loaEventIdeas.cfm>

TWEETS FOR THE DAY OF YOUR EVENT

Customize these tweets by filling in details about your event or *America After 3PM* data from your state in the highlighted areas.

- We're thrilled to celebrate #LightsOnAfterschool with [PARTNER/SPECIAL GUEST] and ## guests!
- Join us for #LightsOnAfterschool tonight! We'll celebrate afterschool with [ACTIVITY 1] and [ACTIVITY 2]!
- We're keeping the #LightsOnAfterschool to highlight the impact of afterschool—###K kids in XX rely on afterschool programs every day!
- We're keeping the #LightsOnAfterschool to shine a light on the need for afterschool in XX—###K kids are still waiting to get into a program.
- 2 out of 3 parents agree: #AfterschoolWorks for STEM! We're celebrating STEM for #LightsOnAfterschool by [ACTIVITY].

FACEBOOK POSTS

BEFORE YOUR EVENT

- We're gearing up for Lights On Afterschool by getting the word out about our event! Afterschool programs keep kids safe, inspire them to learn and help working families—and Lights On Afterschool shines a national spotlight on their impact! <http://www.afterschoolalliance.org/loa.cfm>
 - For every one child who gets to participate in an afterschool program, two more are waiting to get in. If you think every kid deserves access, join us to celebrate Lights On Afterschool! <http://www.afterschoolalliance.org/loaHostEvent.cfm>
 - Want to know how you can help keep the Lights On Afterschool? Participate in an event—or host your own!—this Oct. 20: <http://www.afterschoolalliance.org/loaHostEvent.cfm>
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DAY OF YOUR EVENT

- Today, join us and [PARTNER/SPECIAL GUEST] to celebrate Lights On Afterschool with [ACTIVITY 1] and [ACTIVITY 2]! Help us shine a light on the impact of afterschool in [STATE NAME]—and the unmet need for programs. ###,000 [STATE NAME] kids rely on afterschool every day, but ###,000 are still waiting to get in.
- Today, join us and [PARTNER/SPECIAL GUEST] to celebrate Lights On Afterschool with [ACTIVITY 1] and [ACTIVITY 2]! Help to illuminate afterschool's role in developing the leaders and innovators of tomorrow—## percent of [STATE NAME] kids are engaged with STEM after school!