

Early Literacy SOCIAL MEDIA Toolkit

Four Month Calendar: March – June 2020

INTRODUCTION

Early literacy is critically important for the future success of our young learners. The Office of Early Learning and the Department of Education are working hand-in-hand to bridge Prekindergarten and K-3 early literacy policies and practices to better support a seamless approach to early literacy efforts statewide. This social media toolkit is designed to leverage digital media channels to drive awareness and increase the reach of Florida's statewide PreK-Grade 3 early literacy campaign. The toolkit includes social media best practices, a 4-month content calendar, and graphics to most effectively engage with parents in Florida. Intentional repetition is key to make an impact on social media. In addition to proposed posts, this toolkit includes recommendations of key hashtags, and timing that support an effective, social media engagement strategy.

Feel free to revise, edit, and repurpose these messages and visuals to best suit your organization's needs.

SOCIAL MEDIA BEST PRACTICES

Before implementing this social media strategy, consider this basic set of best practices to effectively leverage the materials you have and engage with your target audience: Parents!

Content

When posting, the key is to maintain a consistent continual presence, publishing content at least two times per week. Content also should be short, no more than two to three sentences, to ensure that the audience can easily ascertain the key message and call-to-action. Whenever possible, post pictures or video. Visual posts get more interaction.

Tips for Effective Engagement


Make sure to create opportunities for interaction—whether you tag a key influencer or link to a critical resource. The content included in this toolkit is designed primarily to engage parents and caregivers. Make sure to create opportunities for interaction—whether you tag a key influencer or link to a relevant resource. In turn, leverage other social media content that is focused on early literacy. Respond directly or share it out to your networks. As part of your social media strategy, you will want to build your network of stakeholders interested in this issue who will disseminate your posts and messages. We have created opportunities to do this across the various social media posts below.

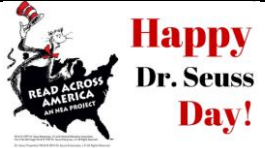

KEY HASHTAGS AND HANDLES TO INCLUDE IN POSTS


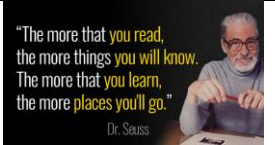

Here is a sampling of a few hashtags and handles that are particularly salient in the state and are used on a frequent basis:		To enter the national conversation and reach an even wider audience, here are hashtags and handles that are used in K-3 literacy dialogues across the country.	
#earlyliteracyFL #justreadFL #FloridaGLR #literacymatters #readingtips #ReadingScholarships	@FLEarlyLearning @EducationFL @PublicSchoolSup @SchoolLeadersFL @ELC_Sarasota @ELCofBroward @ELCMDM @early_lucie @ELCPalmBeach @FloridaGLR @StepUp4Students @ChildMovementFL @FLAfterschool @FLChildrensCoun	#earlyliteracy #GLReading #literacymatters #readingtips #readacrossamerica #readaloudmonth #21DayReadAloud #DrSeuss #nationalpoetrymonth #NationalDEARday #SummerSlide #RaiseAReader #EarlyEd	@ReadingRockets @Read_Aloud @ReadingPartners @jimmy_books (James Patterson youth twitter account)




SOCIAL MEDIA CONTENT CALENDAR

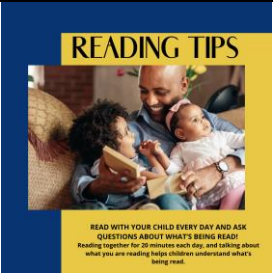



MARCH



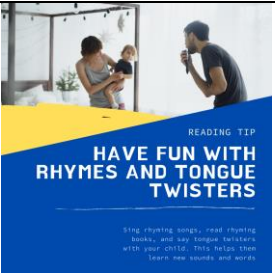

MARCH TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
NEA's Read Across America Day & Dr. Seuss Day – March 2	Both	Celebrate Read Across America Day by reading one of your favorite Dr. Seuss books, like: <i>Oh the Places You'll Go!</i> , <i>Green Eggs & Ham</i> , <i>Wacky Wednesday</i> or <i>The Cat in the Hat!</i> #earlyliteracyFL #justreadFL	Celebrate Read Across America Day by reading one of your favorite Dr. Seuss books, like: <i>Oh the Places You'll Go!</i> , <i>Green Eggs & Ham</i> , <i>Wacky Wednesday</i> or <i>The Cat in the Hat!</i>	Celebrate Read Across America Day by reading one of your favorite Dr. Seuss books, like: <i>Oh the Places You'll Go!</i> , <i>Green Eggs & Ham</i> , <i>Wacky Wednesday</i> or <i>The Cat in the Hat!</i> #earlyliteracyFL #justreadFL	





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		#readacrossamerica #DrSeuss		#readacrossamerica #DrSeuss	
NEA's Read Across America Day & Dr. Seuss Day – March 2	Both	Happy Birthday, Dr. Seuss! It's that time of the year to have fun with a cat in a hat or get set for a pet or eat green eggs and ham! #earlyliteracyFL #justreadFL #DrSeuss #readacrossamerica	Happy Birthday, Dr. Seuss! It's that time of the year to have fun with a cat in a hat or get set for a pet or eat green eggs and ham!	Happy Birthday, Dr. Seuss! It's that time of the year to have fun with a cat in a hat or get set for a pet or eat green eggs and ham! #earlyliteracyFL #justreadFL #DrSeuss #readacrossamerica	
NEA's Read Across America Day & Dr. Seuss Day – March 2	Both	Dr. Seuss is the author of over 60 beloved children's books, most notably, <i>The Cat in the Hat</i> , <i>The Grinch that Stole Christmas</i> and <i>Green Eggs and Ham</i> . Plan to read aloud one of his books with your child this evening! #earlyliteracyFL #justreadFL #DrSeuss #readacrossamerica	Dr. Seuss is the author of over 60 beloved children's books, most notably, <i>The Cat in the Hat</i> , <i>The Grinch that Stole Christmas</i> and <i>Green Eggs and Ham</i> . Plan to read aloud one of his books with your child this evening!	Plan to read aloud one of Dr. Seuss' books with your child this evening! #earlyliteracyFL #justreadFL #DrSeuss #readacrossamerica	



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NEA's Read Across America Day & Dr. Seuss Day – March 2	Both	<p>"You're never too old, too wacky, too wild, to pick up a book and read to a child." – Dr. Seuss</p> <p>#earlyliteracyFL #justreadFL #DrSeuss #readaloud #readacrossamerica</p>	<p>"You're never too old, too wacky, too wild, to pick up a book and read to a child." – Dr. Seuss</p>	<p>"You're never too old, too wacky, too wild, to pick up a book and read to a child." #earlyliteracyFL #justreadFL #DrSeuss #readaloud #readacrossamerica</p>	
NEA's Read Across America Day & Dr. Seuss Day – March 2	Both	<p>"The more that you read, the more things you will know. The more that you learn, the more places you'll go." – Dr. Seuss</p> <p>#earlyliteracyFL #justreadFL #readacrossamerica</p>	<p>"The more that you read, the more things you will know. The more that you learn, the more places you'll go." – Dr. Seuss</p>	<p>"The more that you read, the more things you will know. The more that you learn, the more places you'll go." #earlyliteracyFL #justreadFL #DrSeuss #readacrossamerica</p>	
March is Read Aloud Month	Both	<p>Since March is National Read Aloud Month, it is the perfect time to start reading to your child daily. Make the time you spend reading with them fun and exciting.</p> <p>#earlyliteracyFL #justreadFL #readaloud #bedtimestories #readaloudmonth</p>	<p>Since March is National Read Aloud Month, it is the perfect time to start reading to your child daily. Make the time you spend reading with them fun and exciting.</p>	<p>Since March is National Read Aloud Month, it is the perfect time to start reading to your child daily. Make the time you spend reading with them fun and exciting. #earlyliteracyFL #justreadFL #readaloud #bedtimestories #readaloudmonth</p>	

MARCH TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Read Aloud Month	Both	<p>Hearing books read is one of the best ways for children to learn new words and increase their vocabulary as well as learn other early literacy skills. Make reading aloud to your child a bedtime routine.</p> <p>#earlyliteracyFL #justreadFL #readaloud #bedtimestories</p>	<p>Hearing books read is one of the best ways for children to learn new words and increase their vocabulary as well as learn other early literacy skills. Make reading aloud to your child a bedtime routine.</p>	<p>Make reading aloud to your child a bedtime routine. It's one of the best ways for children to learn new words and other important literacy skills.</p> <p>#earlyliteracyFL #justreadFL #readaloud #bedtimestories</p>	
Read Aloud Month	Both	<p>It's Read Aloud Month and the American Academy of Pediatrics recommends reading to children as the #1 prescription for preventing reading failure in the future.</p> <p>#earlyliteracyFL #justreadFL #readaloudmonth</p>	<p>It's Read Aloud Month and the American Academy of Pediatrics recommends reading to children as the #1 prescription for preventing reading failure in the future.</p>	<p>It's Read Aloud Month and the American Academy of Pediatrics recommends reading to children as the #1 prescription for preventing reading failure in the future.</p> <p>#readaloudmonth</p>	
Read Aloud Month	Both	<p>It's Read Aloud Month and pediatricians are spreading the news that reading aloud, talking and singing with your child is as much fun as it is rewarding!</p> <p>#earlyliteracyFL #readaloudmonth</p>	<p>It's Read Aloud Month and pediatricians are spreading the news that reading aloud, talking and singing with your child is as much fun as it is rewarding!</p>	<p>It's Read Aloud Month and pediatricians are spreading the news that reading aloud, talking and singing with your child is as much fun as it is rewarding!</p> <p>#earlyliteracyFL #readaloudmonth</p>	

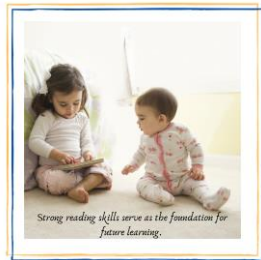


MARCH TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Reading Tips	Both	<p>READ WITH YOUR CHILD EVERY DAY AND ASK QUESTIONS ABOUT WHAT'S BEING READ. Reading together for 20 minutes each day and talking about what you are reading helps children understand what's being read.</p> <p>#earlyliteracyFL #justreadFL #readaloud #askquestions #readingtip</p>	<p>READ WITH YOUR CHILD EVERY DAY AND ASK QUESTIONS ABOUT WHAT'S BEING READ. Reading together for 20 minutes each day and talking about what you are reading helps children understand what's being read.</p>	<p>READ WITH YOUR CHILD EVERY DAY AND ASK QUESTIONS ABOUT WHAT'S BEING READ. Read together for 20 minutes each day!</p> <p>#earlyliteracyFL #justreadFL #readaloud #askquestions #readingtip</p>	 <p>Instagram post titled 'READING TIPS' featuring a family reading together. The text on the post says: 'READ WITH YOUR CHILD EVERY DAY AND ASK QUESTIONS ABOUT WHAT'S BEING READ! Reading together for 20 minutes each day, and talking about what you are reading helps children understand what's being read.'</p> <p>Twitter</p>  <p>Twitter post titled 'READING TIPS' featuring a family reading together. The text on the post says: 'READ WITH YOUR CHILD EVERY DAY AND ASK QUESTIONS ABOUT WHAT'S BEING READ! Reading together for 20 minutes each day, and talking about what you are reading helps children understand what's being read.'</p>
Reading Tips	Both	<p>TALK WITH YOUR CHILD. Use trips to the grocery store, dinnertime chats and driving in the car as a time to introduce new words and talk about the world around us.</p> <p>#earlyliteracyFL #justreadFL #talkoften #dinnertimechats</p>	<p>TALK WITH YOUR CHILD. Use trips to the grocery store, dinnertime chats and driving in the car as a time to introduce new words and talk about the world around us.</p>	<p>TALK WITH YOUR CHILD. Use trips to the grocery store, dinnertime chats and driving in the car as a time to introduce new words and talk about the world around us.</p> <p>#earlyliteracyFL #justreadFL #talkoften #dinnertimechats</p>	 <p>Instagram post titled 'Talk With Your Child' featuring a family in a car. The text on the post says: 'Use trips to the grocery store, dinnertime chats, and driving in the car as a time to introduce new words and talk about the world around us.'</p> <p>Twitter</p>  <p>Twitter post titled 'Talk With Your Child' featuring a family in a car. The text on the post says: 'Use trips to the grocery store, dinnertime chats, and driving in the car as a time to introduce new words and talk about the world around us.'</p>



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Reading Tips	Both	<p>TELL FUN STORIES AND HAVE YOUR CHILD TELL YOU STORIES. It's a great way to build oral language and learn new words.</p> <p>#earlyliteracyFL #justreadFL #storytellingisfun</p>	<p>TELL FUN STORIES AND HAVE YOUR CHILD TELL YOU STORIES. It's a great way to build oral language and learn new words.</p>	<p>TELL FUN STORIES AND HAVE YOUR CHILD TELL YOU STORIES. It's a great way to build oral language and learn new words.</p> <p>#earlyliteracyFL #justreadFL #storytellingisfun</p>	 <p>Twitter</p> 
Reading Tips	Both	<p>HAVE FUN WITH RHYMES AND TONGUE TWISTERS. Sing rhyming songs, read rhyming books and say tongue twisters with your child. This helps them learn new sounds in words.</p> <p>#earlyliteracyFL #justreadFL #tonguetwisters</p>	<p>HAVE FUN WITH RHYMES AND TONGUE TWISTERS. Sing rhyming songs, read rhyming books and say tongue twisters with your child. This helps them learn new sounds in words.</p>	<p>HAVE FUN WITH RHYMES AND TONGUE TWISTERS. Sing rhyming songs, read rhyming books and say tongue twisters with your child.</p> <p>#earlyliteracyFL #justreadFL #tonguetwisters</p>	 <p>Twitter</p> 

MARCH TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Reading Tips	Both	<p>TALK ABOUT LETTERS AND SOUNDS. Help your child learn the names of the letters and the sounds the letters make. Turn it into a game! For example, you could say, “I’m thinking of a letter and it makes the sound ssssssss.”</p> <p>#earlyliteracyFL #justreadFL #lettersandsounds</p>	<p>TALK ABOUT LETTERS AND SOUNDS. Help your child learn the names of the letters and the sounds the letters make. Turn it into a game! For example, you could say, “I’m thinking of a letter and it makes the sound ssssssss.”</p>	<p>TALK ABOUT LETTERS AND SOUNDS. Turn it into a game! For example, you could say, “I’m thinking of a letter and it makes the sound ssssssss.”</p> <p>#earlyliteracyFL #justreadFL #lettersandsounds</p>	 <p>Twitter</p> 
Reading Tips	Both	<p>MAKE SURE BOOKS ARE AROUND. Your child will be more likely to pick up a book and read if they are out in the open and easy to find. Keep them readily available in the kitchen, car and other locations where your child spends time.</p> <p>#earlyliteracyFL #justreadFL #bookseverywhere</p>	<p>MAKE SURE BOOKS ARE AROUND. Your child will be more likely to pick up a book and read if they are out in the open and easy to find. Keep them readily available in the kitchen, car and other locations where your child spends time.</p>	<p>MAKE SURE BOOKS ARE AROUND. Your child will be more likely to pick up a book and read if they are out in the open and easy to find.</p> <p>#earlyliteracyFL #justreadFL #bookseverywhere</p>	 <p>Twitter</p> 




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Reading Tips	Both	<p>TAKE ADVANTAGE OF HELP OUT THERE. Select books your child is most interested in reading. Talk with your child's teacher or a local librarian to find the best books for your child. Visit the library for books, events and programs like reading clubs.</p> <p>#justreadFL #earlyliteracyFL #locallibraries #booksrock</p>	<p>TAKE ADVANTAGE OF HELP OUT THERE. Select books your child is most interested in reading. Talk with your child's teacher or a local librarian to find the best books for your child. Visit the library for books, events and programs like reading clubs.</p>	<p>TAKE ADVANTAGE OF HELP OUT THERE. Select books your child is most interested in reading. Visit the library for books, events and programs like reading clubs.</p> <p>#justreadFL #earlyliteracyFL #locallibraries #booksrock</p>	
Reading Tips	Both	<p>Here's an Early Literacy Tips for Families Flyer! Share it far and wide!</p> <p>#earlyliteracyFL #justreadFL #readingtips</p>	<p>Here's an Early Literacy Tips for Families Flyer! Share it far and wide!</p>	<p>Here's an Early Literacy Tips for Families Flyer! Share it far and wide!</p> <p>#earlyliteracyFL #justreadFL #readingtips</p>	



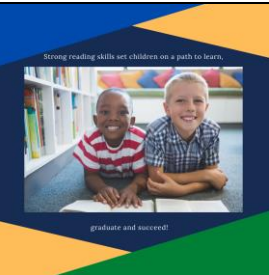

APRIL




APRIL TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Importance of Reading	Both	Strong reading skills serve as the foundation for future learning. #earlyliteracyFL #justreadFL #literacymatters	Strong reading skills serve as the foundation for future learning.	Strong #readingskills serve as the foundation for future learning. #earlyliteracyFL #literacymatters #justreadFL	 Twitter 
National Poetry Month – twice a month	Both	April is National Poetry Month, 30 days of celebrating the joy, expressiveness and pure delight of poetry. What's your favorite children's poem? #earlyliteracyFL #justreadFL #readpoetry #NationalPoetryMonth	April is National Poetry Month, 30 days of celebrating the joy, expressiveness and pure delight of poetry. What's your favorite children's poem?	April is National Poetry Month, 30 days of celebrating the joy, expressiveness and pure delight of poetry. #earlyliteracyFL #justreadFL #readpoetry #NationalPoetryMonth	

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National Poetry Month/ Reading Tips – twice a month	Both	<p>Be a reading role model! Children often copy the things they see adults around them doing. Take time to read for yourself and talk to your child about your favorite books, authors, poems and stories.</p> <p>#earlyliteracyFL #justreadFL #booksrock #readingtips #readingisfun #NationalPoetryMonth</p>	<p>Be a reading role model! Children often copy the things they see adults around them doing. Take time to read for yourself and talk to your child about your favorite books, authors, poems and stories.</p>	<p>Be a reading role model! Take time to read for yourself and talk to your child about your favorite books, authors, poems and stories.</p> <p>#earlyliteracyFL #justreadFL #booksrock #readingtips #readingisfun #NationalPoetryMonth</p>	
April 12 – Drop Everything and Read Day – twice on April 12	Both	<p>It's National Drop Everything and Read Day! Drop what you are doing and read a good book of poems. Shel Silverstein and Dr. Seuss are fun choices! What's your favorite poem?</p> <p>#NationalDEARDay #NationalPoetryMonth #earlyliteracyFL #justreadFL</p>	<p>It's National Drop Everything and Read Day! Drop what you are doing and read a good book of poems! Shel Silverstein and Dr. Seuss are fun choices! What's your favorite poem?</p>	<p>It's National Drop Everything and Read Day! Drop what you are doing and read a good book of poems or your favorite book!</p> <p>#NationalDEARDay #NationalPoetryMonth #earlyliteracyFL #justreadFL</p>	




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Reading Tips	Both	HAVE YOUR CHILD WRITE. Writing grocery lists and notes or letters helps children connect spoken words to written words. #earlyliteracyFL #justreadFL	HAVE YOUR CHILD WRITE. Writing grocery lists and notes or letters helps children connect spoken words to written words.	HAVE YOUR CHILD WRITE. Writing grocery lists and notes or letters helps children connect spoken words to written words. #earlyliteracyFL #justreadFL	 Twitter
Reading Tips	K-3	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go. Check out these recommended reading apps: https://www.readingrockets.org/literacyapps/phonics https://www.readingrockets.org/literacyapps/vocabulary https://www.readingrockets.org/literacyapps/comprehension	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go.	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go. #earlyliteracyFL #justreadFL #readingapps #readeverywhere	 Twitter




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		#earlyliteracyFL #justreadFL #readingapps #readeverywhere			
Reading Tips	Early Learning	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go. Check out these recommended literacy apps: https://www.readingrockets.org/literacyapps/language-and-communication https://www.readingrockets.org/literacyapps/print-awareness #earlyliteracyFL #readingapps #readeverywhere	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go.	DOWNLOAD READING APPS. Your child can practice reading on-the-go. Check out these recommended literacy apps: https://www.readingrockets.org/literacyapps/language-and-communication https://www.readingrockets.org/literacyapps/print-awareness #earlyliteracyFL #readingapps #readeverywhere	 Twitter 
Importance of Reading – twice a month	Both	Positive early literacy experiences set children on a pathway to be confident readers by the time they reach third grade. Here are 7 proven ways to support your child’s early literacy skills. #earlyliteracyFL #justreadFL	Positive early literacy experiences set children on a pathway to be confident readers by the time they reach third grade. Watch https://www.youtube.com/watch?v=J0zFbcsd4Vg&feature=youtu.be for 7 proven ways to support your child’s early literacy skills.	Positive early literacy experiences set children on a pathway to be confident readers by the time they reach third grade. Watch https://www.youtube.com/watch?v=J0zFbcsd4Vg&feature=youtu.be for 7 proven ways to support your child’s early literacy skills.	



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				#earlyliteracyFL #justreadFL	<p>Twitter</p> 
Reading Tips	Both	<p>Starting a daily routine of reading with your children at bedtime is a powerful way to build healthful habits that last a lifetime.</p> <p>#earlyliteracyFL #justreadFL #bedtimestories</p>	<p>Starting a daily routine of reading with your children at bedtime is a powerful way to build healthful habits that last a lifetime.</p>	<p>Starting a daily routine of reading with your children at bedtime is a powerful way to build healthful habits that last a lifetime.</p> <p>#earlyliteracyFL #justreadFL #bedtimestories</p>	
Importance of Reading and Tips – twice a month	Both	<p>Strong reading skills set children on a path to learn, graduate and succeed. For tips on how to support reading at home visit: https://www.readingrockets.org/article/reading-tips-parents-multiple-languages #earlyliteracyFL #justreadFL #literacymatters #readingtips</p>	<p>Strong reading skills set children on a path to learn, graduate and succeed. For tips on how to support reading at home visit: https://www.readingrockets.org/article/reading-tips-parents-multiple-languages</p>	<p>Strong #readingskills set children on a path to learn, graduate and succeed. For tips: https://www.readingrockets.org/article/reading-tips-parents-multiple-languages #earlyliteracyFL #justreadFL #literacymatters #readingtips</p>	 <p>Twitter</p> 


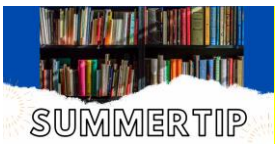

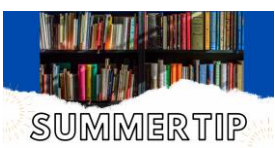
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Spring/ Poetry – twice a month	Both	<p>Poetry helps readers and listeners see things in a fresh way during a season when things change, like Spring!</p> <p>https://www.readingrockets.org/booklists/poetic-spring</p> <p>#NationalPoetryMonth #earlyliteracyFL #justreadFL</p>	<p>Poetry helps readers and listeners see things in a fresh way during a season when things change, like Spring! Check out this site for some fun spring poetry!</p> <p>https://www.readingrockets.org/booklists/poetic-spring</p>	<p>Poetry helps readers and listeners see things in a fresh way during a season when things change, like Spring! Check out this site for some fun spring poetry!</p> <p>https://www.readingrockets.org/booklists/poetic-spring</p> <p>#NationalPoetryMonth #earlyliteracyFL #justreadFL</p>	
Reading Tips	Both	<p>Did you know that reading for 20 minutes a day can help your child become a reader? So have fun reading a bedtime story with your child tonight!</p> <p>#earlyliteracyFL #justreadFL #readingtips #readingisfun</p>	<p>Did you know that reading for 20 minutes a day can help your child become a reader? So have fun reading a bedtime story with your child tonight!</p>	<p>Did you know that reading for 20 minutes a day can help your child become a reader? So have fun reading a bedtime story with your child tonight!</p> <p>#earlyliteracyFL #justreadFL #readingtips #readingisfun</p>	
Importance of Reading	Both	<p>With mastery of reading skills by the end of third grade, your child will be ready to succeed in fourth grade and beyond.</p> <p>#justreadFL #earlyliteracyFL #gradelevelreading</p>	<p>With mastery of reading skills by the end of third grade, your child will be ready to succeed in fourth grade and beyond.</p>	<p>With mastery of reading skills by the end of third grade, your child will be ready to succeed in fourth grade and beyond.</p> <p>#justreadFL #earlyliteracyFL #gradelevelreading</p>	


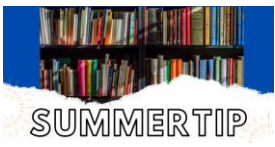

MAY





MAY TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Teacher Appreciation – twice a month	Both	Let's celebrate our teachers. Show your appreciation by volunteering to read aloud in your child's classroom! #earlyliteracyFL #justreadFL #readaloud #volunteer #teacherappreciationweek	Let's celebrate our teachers. Show your appreciation by volunteering to read aloud in your child's classroom!	Let's celebrate our #teachers. Show your appreciation by volunteering to read aloud in your child's classroom! #earlyliteracyFL #justreadFL #readaloud #volunteer #teacherappreciationweek	
Teacher Appreciation – twice a month	Both	Can't figure out how to show your appreciation for your child's teacher? Give a gift that keeps on giving: a good book to add to his or her classroom library! #earlyliteracyFL #justreadFL #booksrock #classroomlibrary #teacherappreciationweek	Can't figure out how to show your appreciation for your child's teacher? Give a gift that keeps on giving: a good book to add to his or her classroom library!	Can't figure out how to show your appreciation for your child's teacher? Give a gift that keeps on giving: a good book to add to his or her classroom library! #earlyliteracyFL #justreadFL #booksrock #classroomlibrary #teacherappreciationweek	
Memorial Day Weekend – twice a day	Both	This holiday weekend, honor our military members who gave their lives for our country. Here are a few books to help bring home the meaning of the holiday: <i>Rolling Thunder</i> , <i>Year of the Jungle: Memories from the</i>	This holiday weekend, honor our military members who gave their lives for our country. Here are a few books to help bring home the meaning of the holiday: <i>Rolling Thunder</i> , <i>Year of the Jungle: Memories from the</i>	This holiday weekend, honor our military members who gave their lives for our country. Here are a few books: <i>Rolling Thunder</i> , <i>Year of the Jungle: Memories from the Home Front</i> , and	




MAY TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
		<p><i>Home Front, and Don't Forget, God Bless Our Troops</i></p> <p>#MemorialDay #readingisfun #earlyliteracyFL #justreadFL</p>	<p><i>Home Front, and Don't Forget, God Bless Our Troops</i></p>	<p><i>Don't Forget, God Bless Our Troops</i></p> <p>#MemorialDay #readingisfun #earlyliteracyFL #justreadFL</p>	
Memorial Day Weekend – twice a day	Both	<p>During this holiday weekend, maybe while waiting for a parade to start, or enjoying the sun and BBQs with family, bring along a good book!</p> <p>#MemorialDay #readingisfun #earlyliteracyFL #justreadFL</p>	<p>During this holiday weekend, maybe while waiting for a parade to start, or enjoying the sun and BBQs with family, bring along a good book!</p>	<p>During this holiday weekend, maybe while waiting for a parade to start, or enjoying the sun and BBQs with family, bring along a good book!</p> <p>#MemorialDay #readingisfun #earlyliteracyFL #justreadFL</p>	
Importance of Reading/ Summer Slide – twice a month	K-3	<p>Research shows that students lose ground academically when they are out of school for the summer. Let's stop the summer slide with these fun-filled summer literacy activities!</p> <p>#justreadFL #earlyliteracyFL #summerreadingactivities</p>	<p>Research shows that students lose ground academically when they are out of school for the summer. Let's stop the summer slide with these fun-filled summer literacy activities!</p>	<p>Research shows that students lose ground academically when they are out of school for the summer. Let's stop the summer slide with these fun-filled summer literacy activities!</p> <p>#justreadFL #earlyliteracyFL #summerreadingactivities</p>	 <p>Twitter</p> 




MAY TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Getting Ready for Summer – Summer Reading Camps – twice a week	K-3	<p>Florida school districts offer Summer Reading Camps for third grade students having reading difficulties. These FREE camps provide fun and targeted instruction to improve students’ reading skills to set them on a path to grade level reading. Talk to your school to learn more!</p> <p>#justreadFL #earlyliteracyFL #summerreading #gradelevelreading</p>	<p>Florida school districts offer Summer Reading Camps for third grade students having reading difficulties. These FREE camps provide fun and targeted instruction to improve students’ reading skills to set them on a path to grade level reading. Talk to your school to learn more!</p>	<p>Florida school districts offer Summer Reading Camps for third grade students having reading difficulties. Talk to your school to learn more!</p> <p>#justreadFL #earlyliteracyFL #summerreading #gradelevelreading</p>	
Getting Ready for Summer – Reading Scholarship Accounts – twice a week	K-3	<p>Is your child having trouble reading? If so, the Reading Scholarship can help. Florida offers Reading Scholarships for grades 3 through 5 students having reading difficulties. For more information visit http://www.fldoe.org/schools/school-choice/k-12-scholarship-programs/reading/.</p> <p>#ReadingScholarships #justreadFL #earlyliteracyFL</p>	<p>Is your child having trouble reading? If so, the Reading Scholarship can help. Florida offers Reading Scholarships for grades 3 through 5 students having reading difficulties. For more information visit http://www.fldoe.org/schools/school-choice/k-12-scholarship-programs/reading/.</p>	<p>Is your child having trouble reading? If so, the Reading Scholarship can help. For more information visit http://www.fldoe.org/schools/school-choice/k-12-scholarship-programs/reading/.</p> <p>#ReadingScholarships #justreadFL #gradelevelreading #earlyliteracyFL</p>	





MAY TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Summer Tips/Summer Slide – twice a month	Both	<p>There are many activities that enhance reading and will slow or stop the summer slide — talking, singing, reading aloud and keeping a journal of summer activities, to name a few.</p> <p>#justreadFL #earlyliteracyFL #summerreadingtips</p>	<p>There are many activities that enhance reading and will slow or stop the summer slide — talking, singing, reading aloud and keeping a journal of summer activities, to name a few.</p>	<p>There are many activities that enhance reading and will slow or stop the summer slide — talking, singing, reading aloud and keeping a journal of summer activities, to name a few.</p> <p>#justreadFL #earlyliteracyFL #summerreadingtips</p>	 <p>Twitter</p> 
Importance of Reading/ Summer Slide – twice a month	K-3	<p>Research shows that encouraging kids to read six books, or 20 minutes a day, over the summer can help prevent the summer slide!</p> <p>#justreadFL #earlyliteracyFL</p>	<p>Research shows that encouraging kids to read six books, or 20 minutes a day, over the summer can help prevent the summer slide!</p>	<p>Research shows that encouraging kids to read six books, or 20 minutes a day, over the summer can help prevent the summer slide!</p> <p>#justreadFL #earlyliteracyFL</p>	 <p>Twitter</p> 





MAY TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Summer Tips – twice a month	Both	Is your home literacy-friendly? This checklist, in English or Spanish , can help you create a literacy-rich environment in your home this summer. #earlyliteracyFL #justreadFL	Is your home literacy-friendly? This checklist, in English or Spanish , can help you create a literacy-rich environment in your home this summer.	Is your home literacy-friendly? Use this checklist, in English or Spanish , to help you create a literacy-rich environment in your home for this summer. #earlyliteracyFL #justreadFL	 Twitter 
Reading Tips – twice a month	Both	Check out this Early Literacy Tips for Families Flyer that offers 10 tips for families to support literacy at home. Put it on your fridge for a daily reminder! #earlyliteracyFL #justreadFL #readingtips	Check out this Early Literacy Tips for Families Flyer that offers 10 tips for families to support literacy at home. Put it on your fridge for a daily reminder!	Check out this Early Literacy Tips for Families Flyer that offers 10 tips for families to support literacy at home. #earlyliteracyFL #justreadFL #readingtips	





MAY TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Summer Reading Activities – twice a week	Early Learning	<p>Summer is a wonderful time for families to have fun together. For summer activities fun for all, visit: http://www.floridaearlylearning.com/parent-resources/2019-summer-learning</p> <p>#earlyliteracyFL #summerfun #summeractivities</p>	<p>Summer is a wonderful time for families to have fun together. For summer activities fun for all, visit: http://www.floridaearlylearning.com/parent-resources/2019-summer-learning</p>	<p>Summer is a wonderful time for families to have fun together. For summer activities fun for all, visit: http://www.floridaearlylearning.com/parent-resources/2019-summer-learning</p> <p>#earlyliteracyFL #summerfun #summeractivities</p>	 <p>Twitter</p> 
Summer Reading Activities – twice a week	K-3	<p>Summer is a wonderful time for families to have fun together. For summer reading activities fun for all, visit: http://www.fldoe.org/academics/standards/just-read-fl/just-take-20/families/k-2/</p> <p>#justreadFL #earlyliteracyFL #summerreadingactivities</p>	<p>Summer is a wonderful time for families to have fun together. For summer reading activities fun for all, visit: http://www.fldoe.org/academics/standards/just-read-fl/just-take-20/families/k-2/</p>	<p>Summer is a wonderful time for families to have fun together. For summer reading activities fun for all, visit: http://www.fldoe.org/academics/standards/just-read-fl/just-take-20/families/k-2/</p> <p>#justreadFL #earlyliteracyFL #summerreadingactivities</p>	
Reading Tips – twice a month	K-3	<p>DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go. Check out these reading apps:</p>	<p>DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go.</p>	<p>DOWNLOAD READING APPS. Your child can practice reading on-the-go. Check out these reading apps: https://www.readingrockets.org/literacyapps/phonics</p>	





MAY TOPICS	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
		https://www.readingrockets.org/literacyapps/phonics https://www.readingrockets.org/literacyapps/spelling https://www.readingrockets.org/literacyapps/vocabulary y #earlyliteracyFL #justreadFL #readontheGO #readeverywhere #readingtips		https://www.readingrockets.org/literacyapps/spelling https://www.readingrockets.org/literacyapps/vocabulary y #earlyliteracyFL #justreadFL #readontheGO #readeverywhere #readingtips	Twitter 
Reading Tips – twice a month	Early Learning	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go. https://www.readingrockets.org/literacyapps/language-and-communication https://www.readingrockets.org/literacyapps/print-awareness #earlyliteracyFL #readontheGO #readeverywhere #readingtips	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go.	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go. https://www.readingrockets.org/literacyapps/language-and-communication https://www.readingrockets.org/literacyapps/print-awareness #earlyliteracyFL #readontheGO #readeverywhere #readingtips	 Twitter 




JUNE TOPIC	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Reading Tips – twice a week	Both	Here's an Early Literacy Tips for Families Flyer! Share it widely! #earlyliteracyFL #justreadFL #readingtips	Here's an Early Literacy Tips for Families Flyer! Share it widely!	Here's an Early Literacy Tips for Families Flyer! Share it widely! #earlyliteracyFL #justreadFL #readingtips	 <p>The flyer titled 'Early Literacy Tips for Families' features 10 numbered tips in a grid. The tips include: 1. Tip with Your Child, 2. Exchange Stories, 3. Have Fun with Rhymes, 4. Tip About Letters, 5. Keep Books Present, 6. Read Every Day, 7. Tip About the Advantage of Reading, 8. Tip About the Advantage of Reading, 9. Tip About the Advantage of Reading, and 10. Read to Your Child. The flyer also includes the 'Early Literacy Tips' logo and a small image of children reading.</p>
Summer Tips – twice a week	Both	READ OVER THE SUMMER! Create a plan to spend quality time reading over the summer with your child. Reading over the summer can help children build their reading skills and content knowledge about the world around them. #earlyliteracyFL #justreadFL #readingisfun	READ OVER THE SUMMER! Create a plan to spend quality time reading over the summer with your child. Reading over the summer can help children build their reading skills and content knowledge about the world around them.	READ OVER THE SUMMER! Create a plan to spend quality time reading over the summer with your child. Reading over the summer can help children build their reading skills and content knowledge about the world around them. #earlyliteracyFL #justreadFL #readingisfun	 <p>The flyer titled 'SUMMER TIP: READ OVER THE SUMMER!' features a large image of a child reading. Below the image, it says: 'Create a plan to spend quality time reading over the summer. Reading over the summer can help children build their reading skills and content knowledge about the world around them.' The flyer also includes the 'Early Literacy Tips' logo.</p> <p>Twitter</p>  <p>The Twitter card is a smaller version of the 'SUMMER TIP: READ OVER THE SUMMER!' flyer, featuring the same image and text.</p>

JUNE TOPIC	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Reading Tips - twice a month	Both	MAKE SURE BOOKS ARE AROUND. Your child will be more likely to pick up a book and read if they are out in the open and easy to find. Keep them readily available in the kitchen, car, and other locations where your child spends time. #earlyliteracyFL #justreadFL #booksrock	MAKE SURE BOOKS ARE AROUND. Your child will be more likely to pick up a book and read if they are out in the open and easy to find. Keep them readily available in the kitchen, car, and other locations where your child spends time.	MAKE SURE BOOKS ARE AROUND. Your child will be more likely to pick up a book and read if they are out in the open and easy to find. #earlyliteracyFL #justreadFL #booksrock	 
Reading Tips - twice a week	Both	READ WITH YOUR CHILD EVERY DAY AND ASK QUESTIONS ABOUT WHAT'S BEING READ. Reading together for 20 minutes each day, and talking about what you are reading helps children understand what's being read. #earlyliteracyFL #justreadFL #readingtips #readaloud #askquestions	READ WITH YOUR CHILD EVERY DAY AND ASK QUESTIONS ABOUT WHAT'S BEING READ. Reading together for 20 minutes each day, and talking about what you are reading helps children understand what's being read.	READ WITH YOUR CHILD EVERY DAY AND ASK QUESTIONS ABOUT WHAT'S BEING READ. Read together for 20 minutes each day! #earlyliteracyFL #justreadFL #readingtips #readaloud #askquestions	 

JUNE TOPIC	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Reading Tips – twice a week	Both	TAKE ADVANTAGE OF HELP OUT THERE. Select books your child is most interested in reading. Talk with your child's teacher or a local librarian to find the best books for your child. Visit the library for books, events, and programs like reading clubs. #earlyliteracyFL #justreadFL #locallibraries	TAKE ADVANTAGE OF HELP OUT THERE. Select books your child is most interested in reading. Talk with your child's teacher or a local librarian to find the best books for your child. Visit the library for books, events, and programs like reading clubs.	Select books your child is most interested in reading. Talk with your child's teacher or the librarian to find the best books for your child. #earlyliteracyFL #justreadFL #locallibraries	 
Reading Tips - twice a month	Both	TELL FUN STORIES AND HAVE YOUR CHILD TELL YOU STORIES. It's a great way to build oral language and learn new words. #earlyliteracyFL #justreadFL #storytelling	TELL FUN STORIES AND HAVE YOUR CHILD TELL YOU STORIES. It's a great way to build oral language and learn new words.	TELL FUN STORIES AND HAVE YOUR CHILD TELL YOU STORIES. It's a great way to build oral language and learn new words. #earlyliteracyFL #justreadFL #storytelling	 

JUNE TOPIC	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Reading Tips – twice a month	Both	HAVE FUN WITH RHYMES AND TONGUE TWISTERS. Sing rhyming songs, read rhyming books, and say tongue twisters with your child. This helps them learn new sounds in words. #earlyliteracyFL #justreadFL #tonguetwisters #singsongs #rhymingisfun	HAVE FUN WITH RHYMES AND TONGUE TWISTERS. Sing rhyming songs, read rhyming books, and say tongue twisters with your child. This helps them learn new sounds in words.	HAVE FUN WITH RHYMES AND TONGUE TWISTERS. Sing rhyming songs, read rhyming books, and say tongue twisters with your child. This helps them learn new sounds in words. #earlyliteracyFL #justreadFL #tonguetwisters #singsongs #rhymingisfun	 <p>READING TIP HAVE FUN WITH RHYMES AND TONGUE TWISTERS</p> <p>Sing rhyming songs, read rhyming books, and say tongue twisters with your child. This helps them learn new sounds in words.</p> <p>Twitter</p>  <p>READING TIP HAVE FUN WITH RHYMES AND TONGUE TWISTERS</p> <p>Sing rhyming songs, read rhyming books, and say tongue twisters with your child. This helps them learn new sounds in words.</p>
Reading Tips – twice a month	Both	TALK ABOUT LETTERS AND SOUNDS. Help your child learn the names of the letters and the sounds the letters make. Turn it into a game! For example, you could say, “I’m thinking of a letter and it makes the sound nnnnnnn.” #earlyliteracyFL #justreadFL #lettersandsounds	TALK ABOUT LETTERS AND SOUNDS. Help your child learn the names of the letters and the sounds the letters make. Turn it into a game! For example, you could say, “I’m thinking of a letter and it makes the sound nnnnnnn.”	TALK ABOUT LETTERS AND SOUNDS. Help your child learn the names of the letters and the sounds the letters make. Turn it into a game! For example, you could say, “I’m thinking of a letter and it makes the sound nnnnnnn.” #earlyliteracyFL #justreadFL #lettersandsounds	 <p>READING TIP TALK ABOUT LETTERS AND SOUNDS</p> <p>Help your child learn the names of the letters and the sounds the letters make. Turn it into a game! For example, you could say, “I’m thinking of a letter and it makes the sound nnnnnnn.”</p> <p>Twitter</p>  <p>READING TIP TALK ABOUT LETTERS AND SOUNDS</p> <p>Help your child learn the names of the letters and the sounds the letters make. Turn it into a game! For example, you could say, “I’m thinking of a letter and it makes the sound nnnnnnn.”</p>

JUNE TOPIC	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Summer Reading Activities – twice a week	Early Learning	<p>Summer is a wonderful time for families to have fun together. For summer activities for all visit: http://www.floridaearlylearning.com/parent-resources/2019-summer-learning</p> <p>#earlyliteracyFL #summerfun #summeractivities</p>	<p>Summer is a wonderful time for families to have fun together. For summer activities for all visit: http://www.floridaearlylearning.com/parent-resources/2019-summer-learning</p>	<p>Summer is a wonderful time for families to have fun together. For summer activities for all visit: http://www.floridaearlylearning.com/parent-resources/2019-summer-learning</p> <p>#earlyliteracyFL #summerfun #summeractivities</p>	 <p>Twitter</p> 
Summer Reading Activities – twice a week	K-3	<p>Summer is a wonderful time for families to have fun together. For summer reading activities for all visit: http://www.fldoe.org/academics/standards/just-read-fl/just-take-20/families/k-2/</p> <p>#justreadFL #summerfun #readingactivities #earlyliteracyFL</p>	<p>Summer is a wonderful time for families to have fun together. For summer reading activities for all visit: http://www.fldoe.org/academics/standards/just-read-fl/just-take-20/families/k-2/</p>	<p>Summer is a wonderful time for families to have fun together. For summer reading activities for all visit: http://www.fldoe.org/academics/standards/just-read-fl/just-take-20/families/k-2/</p> <p>#justreadFL #summerfun #readingactivities #earlyliteracyFL</p>	
Reading Tips – twice a month	K-3	<p>DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go. Check out these recommended reading apps:</p>	<p>DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go.</p>	<p>DOWNLOAD READING APPS. Your child can practice reading on-the-go. Check out these reading apps: https://www.readingrockets.org/literacyapps/phonics</p>	

JUNE TOPIC	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
		https://www.readingrockets.org/literacyapps/phonics https://www.readingrockets.org/literacyapps/vocabulary https://www.readingrockets.org/literacyapps/comprehension #justreadFL #readonthe go #readeverywhere #readingtips #earlyliteracyFL		https://www.readingrockets.org/literacyapps/vocabulary https://www.readingrockets.org/literacyapps/comprehension #justreadFL #readonthe go #readeverywhere #readingtips #earlyliteracyFL	Twitter 
Reading Tips – twice a month	Early Learning	DOWNLOAD READING APPS. Your child can practice reading on-the-go. Check out these literacy apps: https://www.readingrockets.org/literacyapps/language-and-communication https://www.readingrockets.org/literacyapps/print-awareness #earlyliteracyFL #readonthe go #readeverywhere #readingtips	DOWNLOAD READING APPS. Your child can practice reading on your phone or tablet at home or on-the-go.	DOWNLOAD READING APPS. Your child can practice reading on-the-go. Check out these literacy apps: https://www.readingrockets.org/literacyapps/language-and-communication https://www.readingrockets.org/literacyapps/print-awareness #earlyliteracyFL #readonthe go #readeverywhere #readingtips	 Twitter 

JUNE TOPIC	EARLY LEARNING/ K-3	INSTAGRAM POST	FACEBOOK POST	TWITTER POST	SUPPORTING ASSET
Reading Tips – twice a month	Both	Make reading fun! Talk about letters and their sounds to help your child learn the names of each letter and the sounds they make. #earlyliteracyFL #justreadFL #readingisfun #readingskills #readingtips	Make reading fun! Talk about letters and their sounds to help your child learn the names of each letter and the sounds they make.	Make reading fun! Talk about letters and their sounds with your child. #earlyliteracyFL #justreadFL #readingisfun #readingskills #readingtips	<p>Twitter</p>
Reading Tips – twice a month	Both	Spelling and reading go hand in hand. Use refrigerator magnets to practice spelling. What other ways do you encourage your child to read and learn? Let us know in the comments! #earlyliteracyFL #justreadFL #literacymatters #readingisfun	Spelling and reading go hand in hand. Use refrigerator magnets to practice spelling. What other ways do you encourage your child to read and learn?	Spelling and reading go hand in hand. Use refrigerator magnets to practice spelling. #earlyliteracyFL #justreadFL #readingisfun #literacymatters	