

# RECESS

## ADVOCACY TOOLKIT

## SOCIAL MEDIA

Social media is a powerful tool for advocacy, even if you do not consider yourself to be an ‘expert.’ If you spend time on Facebook, Twitter, Instagram, or LinkedIn, you can use those platforms to advocate for issues that are important to you.



## Social Media Tips

Remember that the best content to share is your own personal stories and experiences.

Use Google to search for your local school district, elected officials, and other decision makers to find their social media accounts. Sometimes social media will be listed at the bottom of a website, or it will appear in the search results. Certain school districts also have social media for their parent-teacher organizations. Be sure to tag these accounts when making posts related to recess advocacy.

Ask your friends and family to help share your posts with their networks. The more people that share, the wider the reach. This helps everyone to be informed about recess advocacy.

Make sure you are following Trying Together and the Playful Pittsburgh Collaborative on social media, sharing their posts, and tagging these accounts when possible.

A hashtag is a metatag prefaced by the pound sign, such as #ThrowbackThursday. Hashtags aggregate all social media content for a specific topic, making it easier to join in a conversation or find related posts. If you include “#PlayMatters” in your post, your post may be seen by others who are interested in that same topic, or your friends and family may click on the hashtag to see other people’s posts that have also used “#PlayMatters.”

## Trying Together Accounts and Handles

**Facebook** @TryingTogether

**Twitter** @Trying\_Together

**LinkedIn** linkedin.com/company/trying-together/

**Instagram** @Trying\_Together

**Pinterest** @tryingtogether

**Vimeo** vimeo.com/tryingtogether

## Playful Pittsburgh Collaborative Accounts and Handles

**Facebook** @playfulpittsburgh

**Twitter** @playfulpgh

**Instagram** @playfulpittsburgh

## Hashtags

#playfulpgh

#ThePowerofPlay

#PlayMatters

#BringBackPlay

#RecessMatters

#PlayToLearn

#SummerOfPlay

## Sample Social Media Posts

*“ Play is often talked about as a relief from serious learning. But for children, play is serious learning. Play is really the work of childhood”*

**- Fred Rogers**

Play affects the frontal lobe of the brain, which is responsible for executive functions and controls behavioral inhibition.

*“ As astronauts and space travelers children puzzle over the future; as dinosaurs and princesses they unearth the past. As weather reporters and restaurant workers they make sense of reality; as monsters and gremlins they make sense of the unreal.”*

**- Gretchen Owocki**

Play has many cognitive benefits and is highly connected with multiple intelligences. Play can be seen through linguistic, interpersonal, logical-mathematical, visual/spatial, and musical intelligence.

Play is a gateway into the future. Exploring play is about understanding that innovation can happen when we are driven by enjoyment.

Children authentically learn through play.

During play, children build background knowledge and imagination that enables academic skill development.

*“ Play comes natural to a child and may look different for each child. Play is the building block of a solid education. Play allows students to relax and learn at their own pace. Sometimes the best moments are “taught” during recess. Teachable moments are the moments that a child will remember for a long time.”*

**- Sara Podvasnik, Pre-k Teacher, Duquesne City School District**

*“ Developmentally, children are meant to play. When you don’t allow young children to “get their play on” then behavior problems and ways to act out will occur. A child’s natural behavior is to play and learn. They are curious and this makes play essential to their mental health and wellbeing.”*

**- Kayla Pollacci, Pre-k Teacher, Duquesne City School District**

Children are most comfortable when they can use their senses to play, experiment, and learn.

Play provides opportunities for children to reduce stress, explore feelings, and form relationships with peers.

Physical movement including the freedom to play helps improve behavior and attention.

Children who engage in socio-dramatic play develop greater language and social skills.



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