

Summer of Play

Social Media Toolkit

Social media is a powerful tool for advocacy, even if you don't 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. For the Summer of Play in 2021, use social media to promote learning through play and engaging in playful activities.

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 (such as #ThrowbackThursday) compiles 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

#SummerOfPlay

#PlayMatters

#PlaytoLearn



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Sample Social Media Posts

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. Will you join me in the #SummerofPlay?

Play affects the frontal lobe of the brain, which is responsible for executive functions and controls behavioral inhibition. Children can learn while moving their bodies during the #SummerofPlay!

I support the #SummerofPlay! During play, children build background knowledge and imagination that enables academic skill development. My children will play this summer and be ready for back-to-school in the fall!

“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

Let children play this summer! Participate in the #SummerofPlay to ensure that children are learning through playful activities.

How are you participating in the #SummerofPlay? Check out this photo of my family playing and learning! Play provides opportunities for children to reduce stress, explore feelings, and form relationships with peers.

How are you participating in the #SummerofPlay? Check out this photo of children at <insert summer program name> playing and learning!

How are you participating in the #SummerofPlay? Adults benefit from play too—and we can model social, emotional, and physical health and wellbeing for our children.