

Lights On Afterschool Social Media Toolkit

This year's 18th annual **Lights On Afterschool** celebration is on **October 26, 2017!** Lights On Afterschool is the only national celebration of afterschool programs and their role in supporting children, families, and communities. Every year, thousands of Lights on Afterschool events are held around the world to send the message that all students should have access to high-quality afterschool programs. New Yorkers across the state will be celebrating Lights On Afterschool this year showcase the importance of making afterschool a priority for our students and families.

General Information:

- Make sure you're always using #LightsOnAfterschool for Twitter and Instagram posts about your event.
- Create a Facebook event page or an Eventbrite page where you can track the RSVPs to your event.
 - These pages will also be a very easy way to share your event with the community. The Network for Youth Success can also share your event pages via Facebook, Twitter, and e-mail.
- Tag speakers and presenters in your posts on Facebook and Twitter.
- During your Lights On Afterschool event, make sure you take a lot of pictures and videos that you can share via social media or live stream during and after the event.
- While you are hosting your event, have a student or a program staff member take short videos of parents and students talking about what your program means to them that you can later upload to Facebook, Twitter, and Instagram to share with the community, local media outlets, and your elected officials. Please feel free to share these photos and videos with the Network for Youth Success by emailing them to: Sara@NetworkforYouthSuccess.org

Sample Tweets:

*You can modify these tweets for Facebook status posts as well.

Tweets for Before Your Event:

- 1.1 million NYS children would attend #afterschoolprograms if available. Attend our #LightsOnAfterschool event to learn more [link to your event]

- Kids in #afterschoolprograms are less likely to participate in alcohol and substance abuse. Keep the #LightsOnAfterschool with us [link to your event]
- We're keeping the #LightsOnAfterschool to brighten the opportunities of students across New York [link to your event]
- #AfterschoolPrograms keep parents working and save businesses money. Come to our #LightsOnAfterschool event to learn more [link to your event]

Tweets for the Day of Your Event/During Your Event:

- We keep the #LightsOnAfterschool so parents don't miss an avg. of 8 work days a year because of lack of child care in NYS [link to your event]
- In NYS, there are 584,000 students who are unsupervised after school ends. #LightsOnAfterschool showcases the importance of #afterschool [link to your event]
- #LightsOnAfterschool expands a child's learning time which improves education, one of the goals of @NYGovCuomo [link to your event]

Sample Facebook Posts:

- We are keeping the #LightsOnAfterschool to shed light on the importance of afterschool programs in New York State. There are 584,000 students who are unsupervised when the school day ends and afterschool programs give those students a place to safely spend their time afterschool. Learn more about our program and the importance of after school by attending our Lights On Afterschool event. [link to event]
- 1.1 million New York State students would attend an afterschool program if one were available to them. We are shining our #LightsOnAfterschool to make sure you learn about the role afterschool programs play in our community. [link to event]

For More Information:

Check out the Afterschool Alliance's Lights On Afterschool webpage [here](#).