



Sample Social Media Posts
(See jpegs attached for image graphics)



Twitter

At least 8 million students miss 10% of the school year nationwide. Let's help all students Show Up #ImShowingUp <http://soesd.org/showup>

Students who miss too much school score lower on tests in every state and city tested #ImShowingUp <http://soesd.org/showup>

For kids in low-income communities, chronic absence in kindergarten = lower academic achievement through 5th grade. #ImShowingUp <http://soesd.org/showup>

Preschoolers who miss too much school don't develop reading, math & social skills as quickly as their peers. #ImShowingUp <http://soesd.org/showup>

Students lose 14 million school days to asthma each year. Controlling asthma = better attendance. #ImShowingUp <http://soesd.org/showup>

Kids in low-income communities are 4X more likely than peers to be #chronicallyabsent & miss key lessons early on. #ImShowingUp <http://soesd.org/showup>



FACT: By 6th grade chronic absence is a clear predictor that students may drop out. Read more here: <http://soesd.org/showup> #ImShowingUp

Students who are chronically absent in any year of high school are 7.4X more likely to drop out. <http://soesd.org/showup> #ImShowingUp

Chronic absence affects all kids, not just the absent ones. Learn how to get kids to school regularly: <http://soesd.org/showup> #ImShowingUp

Missing 10% of school days, just 2 days each month, can put children at risk of academic failure. <http://soesd.org/showup> #ImShowingUp

One in 10 kindergarten & 1st grade students misses nearly a month of school each year. <http://soesd.org/showup> #ImShowingUp

Pledge to attend and end chronic absence in our schools: <http://soesd.org/showup> #ImShowingUp

This September is Attendance Awareness Month, but the time to end chronic attendance is now! <http://soesd.org/showup> #ImShowingUp

Help end chronic absence. Join the Attendance Awareness Campaign and get kids in <http://soesd.org/showup> #ImShowingUp

A school can have 95% daily attendance but still have 30% of students chronically absent: <http://soesd.org/showup> #ImShowingUp

Find out how you can keep kids in #SchoolEveryDay – we can solve chronic absence: <http://soesd.org/showup> #ImShowingUp

Reducing chronic absence takes commitment, collaboration & tailored approaches. Will you help? <http://soesd.org/showup> #ImShowingUp

Students who have a mentor growing up are more likely to graduate & enroll in college. <http://soesd.org/showup> #ImShowingUp

Youth who have a mentor are more likely to attend school & lead in a sports team or club <http://soesd.org/showup> #ImShowingUp



Facebook & Instagram (Instagram doesn't allow web link) – Parent/Community Target

Attendance Awareness Month is September, but the campaign to end chronic absence starts now! It's a bigger problem than you probably think. Learn more about chronic absence and join the Show Up Campaign today! <http://soesd.org/showup> #ImShowingUp

When we reduce chronic absence we improve graduation rates, increase academic achievement and give young people the best chance at success in their adult life. Join the Show Up Campaign and make a difference for your community: <http://soesd.org/showup> #ImShowingUp

Improving attendance is not rocket science, but it does take commitment, collaboration and tailored approaches to the particular strengths and challenges of each school or community. Let's do it! <http://soesd.org/showup> #ImShowingUp

Too often, we think of reducing absences as the job of parents or school clerks in the front office. But communities across the country have started helping schools address chronic absence by building public awareness and leveraging resources. <http://soesd.org/showup> #ImShowingUp

A growing body of research reveals the prevalence of chronic absence and its critical role in student achievement. This research also shows that chronic absence can be addressed when school districts, communities, and policymakers work together to monitor the problem and implement solutions that target the underlying causes. Learn more here: <http://soesd.org/showup> #ImShowingUp

Chronic absence is easily masked by school attendance statistics, even when average daily attendance appears relatively high. Even in a school with 95% daily attendance, 30% of the student population could be chronically absent. How is that possible? Find out: <http://soesd.org/showup> #ImShowingUp

Parents can make a HUGE difference! Parents with middle school and high school children, did you know students should miss no more than 18 days of school to stay on track to graduation? Absences can be a sign that a student is losing interest in school, struggling with school work, dealing with a bully or facing some other potentially serious difficulty. <http://soesd.org/showup> #ImShowingUp



Facebook & Instagram (Instagram doesn't allow web link) – Student Target

- FACT: Every 26 seconds, a student drops out of school. By 9th grade, missing 20 percent of the school year is a better predictor of dropping out than test scores.
<http://soesd.org/showup> #ImShowingUp
- Chronic absenteeism is missing 10 percent of school days for any reason – excused and unexcused, including in-school suspensions. Based upon research, it marks the point when students start to fall behind academically because they have missed too many school days. <http://soesd.org/showup> #ImShowingUp
- FACT: Nationally, as many as 7.5 million students nationwide miss 10 percent of the school year in excused and unexcused absences every year. That's 135 million days of school. <http://soesd.org/showup> #ImShowingUp
- In the words of Magic Johnson, "School is why I made it big time."
<http://soesd.org/showup> #ImShowingUp
- "School is your best shot at a better life. ... Don't drop the ball. Pick it up, run hard. ... Every student, every day!" <http://www.youtube.com/watch?v=C24aoX7U-d8&feature=related> <http://soesd.org/showup> #ImShowingUp
- FACT: One in 10 kindergarten and first grade students nationwide miss nearly a month of school each year. In some cities, the rate is as high as one in four elementary students. In some schools, chronic absence affects 50 percent of all of the students!
<http://soesd.org/showup> #ImShowingUp
- You're in the bank but the teller doesn't show up. What now? <http://soesd.org/showup> #ImShowingUp
- Some jobs you can't do alone. Don't let #classmates down <http://soesd.org/showup> #ImShowingUp