



## **Afterschool Professionals Appreciation Week Communications Toolkit**

Below you will find sample language for social media and email/newsletters. All graphics can be downloaded here. Please reach out to Jessica Hay at [jessica@naaweb.org](mailto:jessica@naaweb.org) if you have any questions or need assistance.

### **Hashtags to use:**

- #HeartOfAfterschool
- #AfterschoolProfessionals
- #OSTProfessionals
- #Afterschool

### **National Afterschool Association social media channels to tag:**

- Facebook: [/NationalAfterSchoolAssociation](https://www.facebook.com/NationalAfterSchoolAssociation)
- Twitter: [@NatlAfterSchool](https://twitter.com/NatlAfterSchool)
- LinkedIn: [national-afterschool-association](https://www.linkedin.com/company/national-afterschool-association)

### **Sample Social Media Copy:**

- For Programs:
  - An estimated 850,000 professionals work with children and youth during out-of-school hours providing enriching experiences. We thank all the afterschool professionals at our program during Afterschool Professionals Appreciation Week. #HeartOfAfterschool
  - It is Afterschool Professionals Appreciation Week and we want to thank all afterschool professionals for providing the quality programs that make a difference in the lives of our youth! This week celebrates you--the #HeartOfAfterschool!
- For Individuals:

- I support the afterschool professionals who positively influence students' development during out-of-school hours. You are the #HeartOfAfterschool!
- I'm shining a light on the afterschool professionals who make a profound difference in the lives of young people. Join me in celebrating Afterschool Professionals Appreciation Week! #HeartOfAfterschool
- For Other Supporters:
  - Join us in thanking Afterschool Professionals who make a positive impact on the lives of young people. Celebrate Afterschool Professionals Appreciation Week from April 19-23. Show us how you're celebrating by using the hashtag #HeartOfAfterschool
  - Afterschool Professionals Appreciation Week is all about recognizing, appreciating, and advocating for the incredible afterschool professionals who are the #HeartOfAfterschool!

**Sample Email/Newsletter Article Copy:**

- *[Insert your program/organization name]* is celebrating Afterschool Professionals Appreciation Week on April 25-29, 2022, to recognize, appreciate and advocate for those who work with young people during out-of-school hours.

We are joining the effort because research shows that Afterschool Professionals make a profound difference in the lives of young people. We encourage you to join us in thanking the afterschool professionals in your life.

**Here are some ideas on how you to show your appreciation:**

- Declare on social media: "Research shows that Afterschool professionals make a profound difference in the lives of young people. #heartofafterschool"
- Give a hand-written card from you and/or your child to the afterschool professional in your life.
- Send an email to an afterschool professional's supervisor describing why that person is appreciated.
- Make healthy or non-food treats for the staff at your afterschool program. For more resources and information check out [www.heartofafterschool.com](http://www.heartofafterschool.com).

