**These social media posts can be used as is or modified for your school community.**

**Facebook vs. Twitter**

* Most adults are more likely to engage via Facebook. All Twitter content suggested below can also be posted on Facebook.
* Twitter is most effective in the morning (8:15 am) or later in the evening (5-10 pm).
* Facebook posts are effective at any point throughout the day.

**Sample Tweets**

* Video from @GreatCitySchls explains why NY & other states moved to high learning standards & more rigorous tests <https://vimeo.com/channels/860633>
* Learn how assessment results provide important info for educators: <https://vimeo.com/141088948>
* High school must prepare kids for college. Why #highered is for higher standards: <http://bit.ly/1RMrJxV>
* .[@highachieveny](https://twitter.com/highachieveny) applauds the progress NY #students have been making w/ new standards: <http://bit.ly/1JU7HA4> [#assessments](https://twitter.com/search?q=%23assessments)
* Randolph Supe @kimberlymoritz on why tests matter: <http://bit.ly/1jAZuGS>
* .@uncf Pres Dr. Lomax on why parents & #students should opt in to testing: <http://nydn.us/1Dbj3KV> via @NYDailyNews
* Not sure what your child’s score report means? Check out these resources to clear up any confusion: <http://www.engageny.org/3-8>
* .@NYTimes ed. board on opting out: <http://nyti.ms/1hiuEC0> via @nytopinion
* Good questions for your child’s teachers about higher standards: <http://bit.ly/1KPAhl2>
* What do higher learning standards look like in math class? Find out here: <http://bit.ly/1YRKl4m>
* What do higher learning standards look like in English class? Find out here: <http://bit.ly/1HGtp5N>

**Sample Facebook Posts**

* Whether they want to go to college or straight into a career, students need to be able to think critically and solve complex, real-world problems. New York’s assessments measure the progress our students are making. [DISTRICT NAME] is committed to setting students up for success. For more information about these assessments, visit: <http://www.engageny.org/3-8>
* State assessments serve as an academic checkup and help to identify whether students need additional support so they can stay on track for the next grade level. Learn more here: <https://vimeo.com/141088948>
* No single test provides a complete picture of student achievement. But when combined with grades and teacher reports, annual assessments provide important information about a student’s progress. For more information about New York’s assessments, visit: <http://www.engageny.org/3-8>