Welcome to the official City Schools Family University Social Media Toolkit. This resource is designed to help school staff, community partners, and family leaders easily promote our upcoming workshop series and drive family engagement across your digital platforms.

## What's Included in This Toolkit

- **Series-Wide Social Posts (see below):** Ready-to-use copy promoting the full series of Family University workshops.

- **Individual Workshop Posts (see below):** Targeted messaging tailored to specific session topics, dates, and learning objectives.

- **Flyers & Printables**: Social media–sized posts and flyers for each workshop are in each location's folder. Click this link to find your location's folder, then click the sub-folder "flyers" or "social media."
    - You can also find our general flyer here. Use this if you are advertising in a more general location and want people to choose whichever workshop is most convenient for them (i.e., hanging up flyers around town).
    - Canva Templates: If you want to make your own flyers or social media posts, use the customizable Canva templates. The default QR code is to the website. If you want to change the QR code to be for a specific workshop registration page, use the correct QR code (within Canva, click "QR Codes" folder).
    - You can also find QR codes to each workshop's registration page here. Use these to help people register directly for the upcoming workshop (for example, at the end of each presentation).

## Tips for Maximum Reach

- **Tag & Connect:** Always tag @BaltCitySchools and use the official hashtag #CitySchoolsFamilyUni so we can amplify your posts. Tag any school partner groups too who can share your message.

- **Sharing with the Community:** Consider posting in your local neighborhood, family, or parenting social media groups (i.e., Facebook groups or NextDoor) or asking for it to be shared by your local representatives or community leaders.

- **Personal Outreach:** A personal invite goes a long way. Send a text to someone you know, and ask them to bring a friend. Remind them the night before the workshop.

- **Time It Right:** Share series overview posts 2–3 weeks in advance, followed by individual workshop reminders 3–5 days prior to each session.

- **Personalize the Message:** Utilize the customizable Canva links to add direct quotes from school principals or localized event details to build community trust.

- **Accessibility:** Don't change the graphic colors, and keep font size at 10 pt or larger, to meet accessibility standards.

## Social Media/Newsletter Posts

We've included some general posts and then workshop-specific posts below. There are various options you can use, feel free to tailor to your specific community.

**Note:** For each of these, fill in the details about the date/time and location where it says [Date/time and location]. If applicable, please add "Interpretation available. Breakfast/Dinner will be provided. Childcare available." Please note that childcare is only available for evening sessions. Each post links to our general registration page. If you'd rather link directly to your specific workshop's registration page, you can find it in our Eventbrite collection.

### Generic Posts

Families bring deep knowledge of what their students need. City Schools' Family University builds on that strength with free, family-created and family-led workshops that give you practical tools and confidence to support your student:

- **Mental Health:** Prioritizing your student's emotional well-being and identifying support.
- **Communicating with Your School (Parts 1 & 2):** Build strong partnerships with teachers and staff to stay in the loop.
- **Advocating for Your Student (Parts 1 & 2):** Learn how to effectively speak up for your student's educational needs and rights.

Take charge of your student's success today!

Learn more and register here: baltcityschools.org/FamilyUniversityClasses

### Option 2:

Ready to build on the role you already play in your student's education? City Schools' Family University is hosting free, interactive workshops that are family-created and family-led!

Here's what we're covering:

- **Mental Health Support** – Learn how to nurture your student's mental wellness.

- **Communicating with Your School (Part 1 & 2)** – Simple strategies to build clear, open channels with school leaders.
- **Advocating for Your Student (Part 1 & 2)** – Practical steps to ensure your student gets the resources and support they deserve.

Workshops are free and open to all families! Reserve your spot now: baltcityschools.org/FamilyUniversityClasses

**Option 3:**

Empowered families build successful students! Join City Schools' Family University for our upcoming workshop series:

• Mental Health • Communicating with Your School (Parts 1 & 2) • Advocating for Your Student (Parts 1 & 2)

Get the tools, tips, and confidence you need to support your student's educational journey.

🔗 Register today: baltcityschools.org/FamilyUniversityClasses

### Mental Health

- Your student's overall wellness matters. Join City Schools' Family University for our Mental Health workshop to learn practical tools for supporting your student's emotional well-being and connecting with the right resources at school and at home. Family University workshops are family-led and family-created. Attend 4 out of 5 topics to graduate!
  [Date/time and location]
  Register here: baltcityschools.org/FamilyUniversityClasses

- City Schools' Family University is hosting a free family workshop on Mental Health to help you nurture your student's wellness at home and school.
  [Date/time and location]
  Reserve your spot: baltcityschools.org/FamilyUniversityClasses

- Supporting your student's mental wellness starts here. Join City Schools' Family University for a free workshop on youth mental health and support systems.
  [Date/time and location]
  Sign up today: baltcityschools.org/FamilyUniversityClasses

### Communicating with Your School (Part 1)

- Not sure who to call, how to contact school staff, or how to bring up a concern with your school? In Communicating with Your School Part 1, Family University

breaks down how to communicate confidently with teachers and staff — so you know the right person to reach and how to say it. Family University workshops are family-led and family-created. Attend 4 out of 5 topics to graduate!
[Date/time and location]
Learn more and register: baltcityschools.org/FamilyUniversityClasses

- Want to know the best ways to reach your student's teachers and staff? Join City Schools' Family University for Communicating with Your School Part 1 and learn how to build effective, positive channels of communication.
[Date/time and location]
Register now: baltcityschools.org/FamilyUniversityClasses

- Get connected with your student's school! Part 1 of our Family University communication series covers the basics of connecting with teachers and school leaders.
[Date/time and location]
Save your seat: baltcityschools.org/FamilyUniversityClasses

### Communicating with Your School (Part 2)

- Ready to go deeper? Communicating with Your School Part 2 builds on Part 1 with hands-on practice navigating tougher conversations with your school — from following up on concerns to knowing your rights as a family member. Family University workshops are family-led and family-created. Attend 4 out of 5 topics to graduate!
[Date/time and location]
Register today at baltcityschools.org/FamilyUniversityClasses

- Join Family University for Communicating with Your School Part 2 to practice ongoing engagement with your student's school.
[Date/time and location]
Sign up today: baltcityschools.org/FamilyUniversityClasses

- Keep the dialogue going! Part 2 of our school communication series provides you tools to help strengthen communication at your student's school!
[Date/time and location]
Register now: baltcityschools.org/FamilyUniversityClasses

### Advocating for Your Student (Part 1)

- When a conversation with your school isn't enough, what's next? Advocating for Your Student Part 1 walks you through how to escalate a concern — when and how to take an issue further, and who to bring it to, so it actually gets resolved. Family University workshops are family-led and family-created. Attend 4 out of 5

topics to graduate!
[Date/time and location]
Sign up for this free family workshop:
baltcityschools.org/FamilyUniversityClasses

- Know when a concern needs to go further? Join us for Advocating for Your Student Part 1 to learn how to escalate an issue at your student's school — and who to bring it to — so it gets resolved.
[Date/time and location]
Save your spot: baltcityschools.org/FamilyUniversityClasses

- Learn how to escalate a concern when a conversation with school isn't enough! Family University presents Part 1 of our student advocacy series.
[Date/time and location]
Register today: baltcityschools.org/FamilyUniversityClasses

### Advocating for Your Student (Part 2)

- Advocacy is stronger together! Advocating for Your Student Part 2 shows families how to move from individual advocacy to collective action — joining or building organized family groups and getting involved in your School Family Community Council to help shape decisions at your school. Family University workshops are family-led and family-created. Attend 4 out of 5 topics to graduate!
[Date/time and location]
Register here: baltcityschools.org/FamilyUniversityClasses

- Families! Want to make a difference at your student's school? Join Family University for Advocating for Your Student Part 2 to connect with other families and get involved in your School Family Community Council.
[Date/time and location]
Reserve your spot: baltcityschools.org/FamilyUniversityClasses

- Stand strong together! Part 2 of our advocacy workshop shows you how to join or build family groups and get involved in your School Family Community Council to help shape decisions at your school!
[Date/time and location]
Sign up now: baltcityschools.org/FamilyUniversityClasses