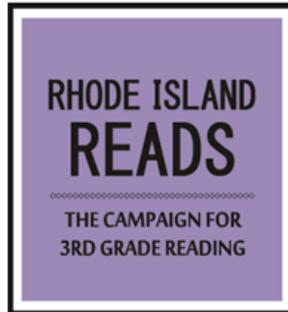


# ***Rhode Island Reads: The Campaign for 3rd-Grade Reading***

## **Social Media Action Toolkit**



United Way of Rhode Island and Rhode Island KIDS COUNT are pleased to lead *Rhode Island Reads: The Campaign for 3<sup>rd</sup> Grade Reading*, in collaboration with a growing number of partner organizations. Rhode Island Reads connects people, organizations, state agencies, businesses, and communities around the shared goal of doubling the number of third graders reading on grade-level by 2025.

### **A few things to remember:**

- **Twitter:** Be sure that your organization (and you, if you tweet professionally) follow @RIKidsCount and @liveunitedri
- **Facebook:** Be sure that your organization likes the RI Read project lead pages: [www.facebook.com/RhodeIslandKIDSCOUNT/](http://www.facebook.com/RhodeIslandKIDSCOUNT/) and <https://www.facebook.com/LIVEUNITEDri/>
  - Also, confirm that KIDS COUNT has liked your organization's Facebook page. If not, please contact Katy Chu ([kchu@rikidscount.org](mailto:kchu@rikidscount.org))
  - Please tag Rhode Island KIDS COUNT and UWRI in each of your Facebook posts when you use its name. Simply type @RhodeIslandKIDSCOUNT and @LIVEUnitedri into the status window. This will let us know that you shared an item and give us an opportunity to like/share your post.
- Our hashtag for all social media is #rireads.

### **Tweets:**

- Grade-level reading by the end of third grade is an important predictor of school success and high school graduation. #rireads

- Why focus on reading by the end of 3rd grade? The 4th grade is when children switch from [learning to read] to [reading to learn] #rireads
- Reading "at grade level" is also referred to as "reading proficiently" #rireads
- The key to a child's success in school is to be able to read. But only 40% of RI children read proficiently. We must do better. #rireads
- Our Goal: By 2025, we will double the number of Rhode Island 3rd graders reading at grade-level. #rireads
- Meet our #rireads partners: <http://bit.ly/2rsJFWp> — sign our Partner Form to join us!
- The #rireads initiative focuses on 4 key areas to reach our goal: school readiness, summer learning, chronic absence, and learning to read.
- School readiness = making sure children get what they need to establish a strong foundation for learning from birth through age 5 #rireads
- School readiness includes language development, childcare access + developmental screenings. Learn more <http://bit.ly/2rXNUwJ> #rireads
- Summer learning = making sure children don't fall behind during the summer, when they are not in school <http://bit.ly/2ro89oH> #rireads
- Chronic absence = missing more than 18 days of school per year. #rireads #schooleveryday
- Preventing chronic absence matters, because a child can't learn if they are not in school. <http://bit.ly/2sl9iwk> #rireads
- Making sure children have the tools they need in school and at home to succeed is a key component of children learning to read. #rireads
- RI Reads has tips for parents, policymakers, schools & pediatricians to help improve 3rd grade reading: [www.rireads.org/take-action](http://www.rireads.org/take-action) #rireads
- Parents + Families: as your child's first teacher, you play the biggest role in helping them learn to read! <http://bit.ly/2rszLn0> #rireads
- Schools/teachers play a critical role in helping RI children learn + grow. Here's a few reading strategies <http://bit.ly/2rszLn0> #rireads

- State/local governments can set policies + provide resources that will help children build reading skills <http://bit.ly/2rszLnO> #rireads
- Health care providers can play a critical role in supporting the #rireads goal! Here are some tips for pediatricians <http://bit.ly/2ssGm6z>
- No matter who you are, you can help RI meet our #rireads goal! Learn how to take action today: <http://bit.ly/2rszLnO>
- Everyday citizens like you + me can make a difference in 3rd grade reading! Learn how to take action today: <http://bit.ly/2tmeZYk> #rireads
- See the #rireads 2017 Advocacy Agenda <http://bit.ly/2sl7aVo>

## Facebook

- Grade-level reading by the end of third grade is an important predictor of school success and high school graduation. Why focus on reading by the end of 3rd grade? The 4th grade is when children switch from learning to read, to reading to learn. Learn more at [www.rireads.org](http://www.rireads.org) #rireads
- The key to a child's success in school is to be able to read. But only 40% of RI children read proficiently. We must do better. Learn how at [www.rireads.org/take-action](http://www.rireads.org/take-action) #rireads
- Rhode Island Reads is a statewide initiative that connects people, organizations, businesses, and communities around the shared goal of doubling the number of third graders reading on grade-level by 2025. Learn more at [www.rireads.org](http://www.rireads.org) #rireads
- Currently in Rhode Island, just over a third of our students read proficiently. Rhode Island Reads has a statewide goal to double this number by 2025 so that at least three out of four third graders are reading proficiently. Learn more at [www.rireads.org](http://www.rireads.org) #rireads
- Rhode Island Reads focuses on 4 key areas for improvement: school readiness, summer learning, chronic absence, and learning to read. [www.rireads.org/learn-more](http://www.rireads.org/learn-more) #rireads
- Rhode Island Reads has developed tips for parents, policymakers, schools & teachers, and pediatricians to help move the needle on third-grade reading. Learn more at [www.rireads.org/take-action](http://www.rireads.org/take-action) #rireads

- School readiness is making sure children get what they need to establish a strong foundation for learning from birth through age 5. This includes language development, childcare access + developmental screenings. Learn more <http://bit.ly/2rXNUwJ> #rereads
- Children fall behind during the summer months, when they don't have opportunities to learn and grow. They come back to school in September and need to catch up to their classmates who have those opportunities. Here are ways that you can help children learn during the summer! [www.rereads.org/summer-learning](http://www.rereads.org/summer-learning) #rereads
- Chronic absence is when a student misses more than 18 days of school per year. Preventing chronic absence matters, because a child can't learn if they are not in school. Learn more <http://bit.ly/2sl9iwk> #rereads
- Making sure children have the tools they need in school and at home to succeed is a key component of children learning to read. Learn about school readiness - and ways for improvement - here: <https://www.rereads.org/school-readiness> #rereads
- Parents and families: as your child's first teacher, you play the biggest role in helping them learn to read! There are so many things that you can do from day one to help your children meet this milestone. Here are some ideas: <http://bit.ly/2rszLn0> #rereads
- Families - it's never too early to promote early literacy! Beginning at birth, make time to talk, sing, and read to your child every day to build early language skills. <http://bit.ly/2rszLn0> #rereads
- Schools and teachers play a critical role in helping Rhode Island children learn and grow. Here are a few reading strategies: <http://bit.ly/2rszLn0> #rereads
- State and local governments can set policies and provide resources that will help children build strong reading skills. Learn more: <http://bit.ly/2rszLn0> #rereads
- Health care providers can play a critical role in supporting the #rereads goal! Pediatricians can provide families with information on the importance of reading with their children to build early language skills, and how to find high-quality child care and early learning opportunities. Here are some tips: <http://bit.ly/2ssGm6z>
- How can you make a difference in third grade reading? Advocate to improve school readiness, reduce chronic absence, and reduce summer learning loss! Learn how to take action today: <http://bit.ly/2tmeZYk> #rereads
- Rhode Island Reads has developed a 2017 Advocacy Agenda. Check it out here! <http://bit.ly/2sl7aVo>