

## Here's how you can help support #DayOfTheTeacher on social media!

**Campaign or Event:** Day of the Teacher, May 11, 2016

**Goal for Social Media:** CTA will use Twitter, Facebook, and Instagram to provide information and awareness about #DayOfTheTeacher to our members. We will encourage our members to use their own social media platforms and local chapter pages to promote our content. The main goal is to generate engagement leading up to, during May 11, and afterward.

**Language for members:** *How are you celebrating #DayOfTheTeacher? We want to hear from you! Tag us in your social media posts by using #DayOfTheTeacher. Not on social media but still celebrating? E-mail photos and info to editor@cta.org.*

### Connect with CTA on social media:

#### Twitter

1. If you haven't already, visit <http://twitter.com/WeAreCTA> and "Follow" us.
2. Retweet and like our tweets. Every time a person retweets a tweet, the tweet gets pushed out to more people, and it expands our reach.

#### Instagram

1. If you haven't already, download the Instagram app for your phone.
2. Find @WeAreCTA and "Follow" us.
3. View our photos and "like" and comment on them.

#### Facebook

1. If you haven't already, visit <http://facebook.com/WeAreCTA> and "Like" our page.
2. "Like," share, and comment on our posts. Every time a person "likes," shares or comments on a Facebook post, the post gets pushed out to more people, and it expands our reach

### Create your own content:

If you want to create your own tweets and posts to spread the word about Day of the Teacher events and stories, you can use the hashtags **#DayOfTheTeacher**. We will be monitoring the hashtags and will retweet the posts we see that are using the hashtags.

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### Selected Tweets for Members Use

How are you celebrating California #DayOfTheTeacher on May 11? Download poster & social media shareables here: <http://cta.org/dayoftheteacher>

Today is California #DayOfTheTeacher! CTA honors teachers on this day and every day.

We're getting excited for #DayOfTheTeacher! What teacher(s) inspired you most in your life?  
#ReplyTweet

Great educators, quality public schools & education are cornerstones of strong communities. We honor educators everywhere! #DayOfTheTeacher

Teachers' role in school improvement is changing. Educator-driven school improvement works because of teachers' expertise. #DayOfTheTeacher

The best #teachers understand their students' strengths and weaknesses, and adapt their practices to both. #DayOfTheTeacher

Real #education improvement comes from the talented California educators and the diverse approaches we offer our students. #DayOfTheTeacher

This year's #DayOfTheTeacher theme is "California Teachers: Leaders of Learning," to honor our educators and their expertise.

2016's #DayOfTheTeacher theme is "CA Teachers: Leaders of Learning" - which teacher was a mentor to you? #ReplyTweet

Great educators keep students at the center of everything they do. We're lucky to have our California educators! #DayOfTheTeacher

Who was the teacher who had the greatest impact on you? Use #DayOfTheTeacher to send us your photos or stories!