



We Believe in Our Staff:

Highlighting The Promise of Gwinnett via Social Media

It's September and our focus is on our staff, and our belief in their promise. The following are just a few ways we invite you to tell your school's story about The Promise of Gwinnett...

- This month, schools will be naming their local school teachers of the Year (TOTY). We encourage schools to **participate in a TOTY Takeover on Sept. 11** as we feature our TOTYs on school and district social media accounts with recommended hashtags— PromiseTeacher, #WeBelieve, #BelieveGCPS, #PromiseGwinnett— and tag the district (@GwinnettSchools). **See the "TOTY Takeover" flyer for details.**
- Take photos with the **"Believe" photo booth sign** to spotlight staff members during September and throughout the school year.
- Use "Believe photos on social media on those special days during the school year that **celebrate the contributions of different employee groups.** Your employee booklet calendar includes many days, weeks, and months that are staff-focused. Ensure that your celebrations extend beyond the classroom to include support staff in the office, in the cafeteria, in the halls, on the grounds, and on the roadways.
- **Spin off from the district-level campaign** and post photos of staff members at your school telling, in their own words, why they are The Promise of Gwinnett.
- **Ask students to share their appreciation** of various staff members. Post their responses (with a photo of the staff member or as a short video) on the school's social media accounts, on closed-circuit broadcast at school, or in a staff meeting.

Just follow these simple steps to help us extend your efforts in promoting the Promise found in your school:

- Add Believe and Promise hashtags— **#Ibelieve, #BelieveGCPS, and #PromiseGwinnett**— to your Facebook, Twitter, and Instagram posts so they flow into the district's efforts.
- **On Twitter and Instagram:** Include us in the conversation by tagging **@PromiseGwinnett**
- **On Facebook:** Like the **Gwinnett County Public Schools** Facebook page (@GwinnettSchools) to follow our daily Promise posts, highlighting both a student and a staff member each day.



The 2017-18 school year will celebrate our community's belief in the promise found in our schools, promoted through the district's Believe: The Promise of Gwinnett campaign.

