



We Believe in Options and Opportunities: Highlighting The Promise of Gwinnett via Social Media

This month, our focus is on Options and Opportunities and our belief that there are many avenues to a successful future for our students. The following are just a few ways we invite you to tell your school's story about The Promise of Gwinnett...

- Launch a hashtag campaign that centers on the opportunities that you provide to students to explore their options. Provide Believe and Promise hashtags— **#BelieveGCPS**, **#PromiseGwinnett**, and **#GCPSOpportunities**.
- Take photos with the “Believe” photo booth sign to spotlight available options throughout the school year.
- Profile innovative classroom activities and projects that highlight students’ range of opportunities. Share these stories with your stakeholders via social media. (And make sure to give the GCPS communications team a heads up before the event so we can help promote your successes with the community.)
- Ask your LSTC to make videos (or help students make videos) that highlight the opportunities that your students have to explore new things and fuel their dreams.
- Post a daily or weekly photo and quote from students and staff members highlighting the opportunities students have at your school.
- Work with cluster feeder schools to tell stories about the options students have at each level and how opportunities to explore equip students to weigh their options and choose their direction for the future. Use social media to share the stories with a clusterwide audience and the wider community.

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.

