



## Go Beyond Grades - New York City Social Media Toolkit

Updated 4/24/2024

### Help Us Spread the Word!

Please use this toolkit to help spread the word about the Go Beyond Grades campaign across social media platforms, email, and text. Your amplification of this campaign will make all the difference by helping ensure families in New York City have access to tools, resources, information, videos and more to support their children in and out of school!

### How to Use this Toolkit:

Share these materials across social media and consider including them in your email and text outreach. Click on the platform in the [table of contents](#) to access recommended videos and images.

### Tag and Follow:

Twitter/X: [@bealearninghero](#), Facebook: [Learning Heroes](#), Instagram: [@learning.heroes](#),  
LinkedIn: [Learning Heroes \(US\)](#)

Find all the details: <https://gobeyondgrades.org/nyc/>

For NYC families: <https://gobeyondgrades.org/nyc/for-families/>

For NYC teachers: <https://gobeyondgrades.org/nyc/for-teachers/>

**Main hashtag:** #GoBeyondGrades

### How to Access the Graphics and Video:

Access the #GoBeyondGrades social media graphics and videos by clicking the links below.

- [CLICK HERE TO DOWNLOAD ALL GRAPHICS IN ENGLISH](#)
- [CLICK HERE TO DOWNLOAD ALL VIDEOS IN ENGLISH](#)

### Table of Contents:

- [Email/Newsletters](#)
- [Text Messages](#)
- [Facebook](#)

- [Facebook Reels](#)
- [Instagram](#)
- [Instagram Reels](#)
- [LinkedIn](#)
- [Twitter/X](#)
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## Email/Newsletter:

### **EMAIL TEMPLATE FOR COMMUNITY PARTNERS**

Subject: Join [Insert Community Partner Name] to GO BEYOND GRADES!

Parent Partners,

Are you ready to **GO BEYOND GRADES**? Today, a national parent engagement campaign launched across New York City that **helps equip parents to be their child's most effective advocates**.

Visit the new [GoBeyondGrades.org/NYC](https://GoBeyondGrades.org/NYC) website, which offers free tools, resources, videos, and more in English and Spanish. You also may see Go Beyond Grades on billboards,, in social media, and in the news.

As summer quickly approaches, here are three actions to take to Go Beyond Grades:

1. **Ask if your child is on grade level.** Even if your school doesn't have spring conferences, reach out to your child's teachers. Check out the print-ready parent-teacher conversation guide to get the most out of your end-of-year conversation.
2. **Be in the know about your child's learning.** You don't have to be a math or reading expert to advocate for your child. Help them succeed by knowing what and how they're learning in school with Questions to Ask Your Child's Teacher About Reading and Math.
3. **Connect to summer programs** and find summer learning opportunities like tutoring, camps and more—based on your child's needs and interests.

Take these three steps and then let us know you've joined the movement by posting to your social media account and including the hashtag #GoBeyondGrades!

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## Text Messages:

USE THESE SAMPLE SMS EXAMPLES IN YOUR PARENT OUTREACH IF APPLICABLE


### LAUNCH DAY TEXT CONTENT FOR COMMUNITY PARTNERS

- School is almost out but your child can keep learning! Find out how at [GoBeyondGrades.org/NYC](https://GoBeyondGrades.org/NYC)
- Ask your child's teacher, "Is my child at grade level?". This question can make a big difference. [GoBeyondGrades.org/NYC](https://GoBeyondGrades.org/NYC)
- Find out what to ask your child's teacher about reading & math at [GoBeyondGrades.org/NYC](https://GoBeyondGrades.org/NYC)

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## Facebook:

Be sure to tag [Learning Heroes](#)

CAPTION	GRAPHICS
<p>Research from <a href="#">@Learning Heroes</a> shows that 80% of NYC parents say their kids get B's or better. Yet, only half of students are at grade level in reading and math.</p> <p>Go beyond grades and get resources, tips, and more to support your child at <a href="https://GoBeyondGrades.org/nyc/">https://GoBeyondGrades.org/nyc/</a></p>	 <p>Go <b>BEYOND</b> Grades</p> <p>Find free resources, tips, and more at <a href="https://GoBeyondGrades.org/NYC">GoBeyondGrades.org/NYC</a></p> <p><a href="#">[Download image]</a></p>

Ask your child's teacher if your child is on grade level. This simple question can make a big difference!

Use the Parent-Teacher Planning Tool from @[Learning Heroes](#) to get the most out of your end-of-year conversation with your child's teacher: <https://GoBeyondGrades.org/nyc/>



[\[Download image\]](#)

Get Questions to Ask about Reading and Math. Find free summer learning resources and more from @[Learning Heroes](#) and partner organizations at <https://GoBeyondGrades.org/nyc/>.



[\[Download image\]](#)

Have fun and support your child's grade-level progress—you can do both! Find summer learning opportunities like tutoring, camps and more based on your child's needs and interests from partners like @[Inside Schools](#) and @[Learning Heroes](#) at <https://GoBeyondGrades.org/nyc/>

#GoBeyondGrades



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Report cards are important, but they don't tell parents all they need to know: 89% of NYC parents think their kids read at grade level, but only 52% do. Find summer programs and free resources from local partners and @[Learning Heroes](#) at <https://GoBeyondGrades.org/nyc/>



[\[Download image\]](#)

In NYC, 89% of parents think their kids do math at grade level, but only 50% actually do. Find summer programs & resources from local partners with @Learning Heroes to connect with your child's teacher. The conversation can make a difference:  
<https://GoBeyondGrades.org/nyc/>.



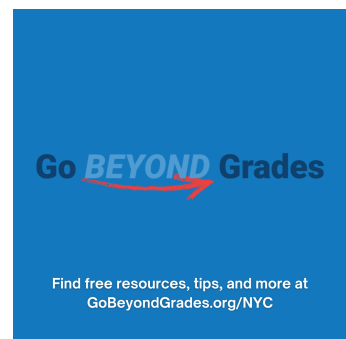
[[Download image](#)]

One in five kids has a learning and thinking difference. As a parent, you are not alone! Parent resources are from organizations like @Understood:  
<https://gobeyondgrades.org/nyc/learning-differences/>



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Learn what can lead kids to struggle with reading, writing, math, focus, and more. Explore key resources that can help you support your child. And discover tools that can help you understand your child's strengths and challenges at  
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Facebook Reels:



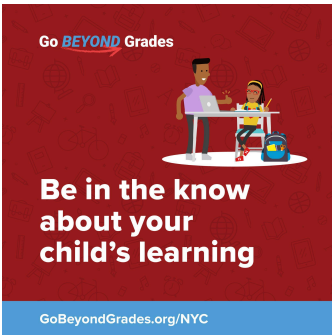
Be sure to tag [Learning Heroes](#)

CAPTION	GRAPHICS
<p>@<a href="#">The New School</a> Center for New York City Affairs and @Inside Schools Director Natasha Quiroga explains how parents can make connections with their schools and resources to support their child's learning this summer. Learn more at: <a href="https://gobeyondgrades.org/nyc/">https://gobeyondgrades.org/nyc/</a>.</p>	<p><a href="#">[Video Link]</a></p>  A portrait of a woman with long dark hair, wearing a maroon top, smiling slightly. The background is a colorful abstract painting with blue, green, and yellow.
<p>80% of NYC parents report their kids get B's or better, but only half are at grade level. Go Beyond Grades with resources from @Learning Heroes to help support your child during the summer: <a href="https://gobeyondgrades.org/nyc/">https://gobeyondgrades.org/nyc</a></p>	<p><a href="#">[Video Link]</a></p>  A portrait of a woman with red braids, wearing a white t-shirt with pink text, looking down. The background is a plain, light-colored wall.

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Instagram:

Be sure to tag [@learning.heroes](#)

CAPTION	GRAPHICS
<p>Research from <a href="#">@learning.heroes</a> shows that 80% of NYC parents say their kids get B's or better. Yet, only half of students are at grade level in reading and math.</p> <p>#GoBeyondGrades and get resources, tips, and more to support your child.</p>	 <p>[<a href="#">Download image</a>]</p>
<p>Ask your child's teacher if your child is on grade level. This simple question can make a big difference!</p> <p>Use the Parent-Teacher Planning Tool from <a href="#">@learning.heroes</a> to get the most out of your end-of-year conversation with your child's teacher.</p> <p>#GoBeyondGrades</p>	 <p>[<a href="#">Download image</a>]</p>
<p>Get Questions to Ask about Reading and Math. Find free summer learning resources and more from <a href="#">@learning.heroes</a> and partner organizations.</p> <p>#GoBeyondGrades</p>	 <p>[<a href="#">Download image</a>]</p>

Have fun and support your child's grade-level progress—you can do both! Find summer learning opportunities like tutoring, camps and more based on your child's needs and interests from partners like #InsideSchools and @learning.heroes

#GoBeyondGrades



[Download image]

Report cards are important, but they don't tell parents all they need to know: 89% of NYC parents think their kids read at grade level, but only 52% do. Find summer programs and free resources from local partners and @learning.heroes.

#GoBeyondGrades



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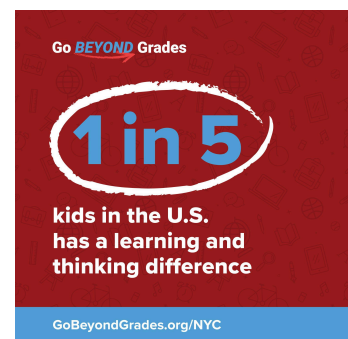
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[Download image]

One in five kids. has a learning and thinking difference. As a parent, you are not alone! Find parent resources from organizations like @UnderstoodOrg.

#GoBeyondGrades

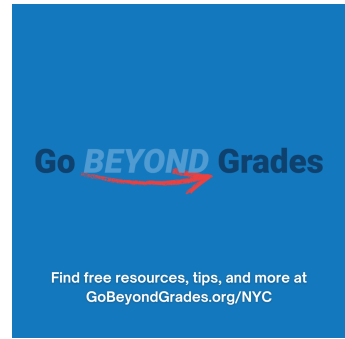


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#GoBeyondGrades





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## Instagram Reels:




Be sure to tag [@learning.heroes](#)

CAPTION	GRAPHICS
<p>@thenewschool Center for New York City Affairs Director Natasha Quiroga explains how parents can make connections with their schools and resources to support their child's learning this summer.</p>	<p><a href="#">[Video Link]</a></p> 
<p>80% of NYC parents report their kids get B's or better, but data shows that only half are at grade level. Go Beyond Grades with resources from @learning.heroes to help support your child during the summer.</p>	<p><a href="#">[Video Link]</a></p> 

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LinkedIn:




Be sure to tag [Learning Heroes \(US\)](#)

CAPTION	GRAPHICS
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Twitter/X:

Be sure to tag [@BeALearningHero](https://twitter.com/BeALearningHero)

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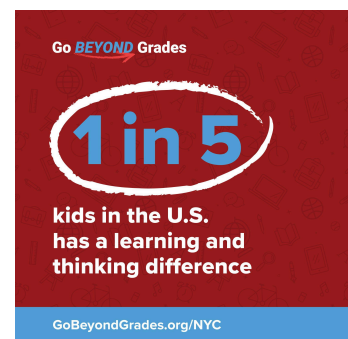
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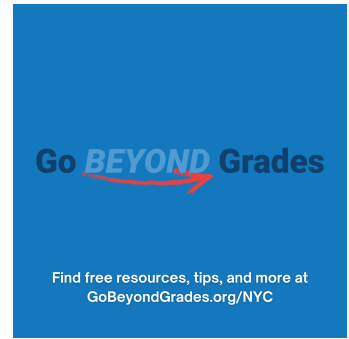
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**TikTok:**

Be sure to tag [@learning.heroes](#)

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