



Go Beyond Grades - Tarrant County Social Media Toolkit

Updated 4/5/2024

Help Us Spread the Word!

Thanks for being a Go Beyond Grades partner! Please use this toolkit to help get 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 every family in Tarrant County has 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 language and images

Tag and Follow:

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

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

For Tarrant County families: <https://gobeyondgrades.org/tarrant/for-families/>

For Tarrant County teachers: <https://gobeyondgrades.org/tarrant/for-teachers/>

Main hashtags: #GoBeyondGrades, #LetsGBGTarrant

How to Access the Graphics and Video:

Access the #GoBeyondGrades social media graphics by clicking the link below. **NOTE: The video folder holds many other clips available for use on social media that are not included in the samples below that can be used in additional posts. We encourage you to look through the full library and use as many as you want.**

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

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Email/Newsletter:

EMAIL TEMPLATE FOR COMMUNITY PARTNERS

[\[SPANISH VERSION\]](#)

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

Parent Partners,

Are you ready to **GO BEYOND GRADES** with us? Today, we are partnering with 80 local community partners across Tarrant County to launch a national parent engagement campaign that is **empowering and equipping local parents to be their child's most effective advocate for their learning and life success!**

Starting today, you can visit the GoBeyondGrades.org/TARRANT website with free tools, resources, videos, and more in English and Spanish. You'll also see Go Beyond Grades on billboards across Tarrant County, 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** in Tarrant County and download the first-of-its-kind free Parent Pass™ app, built BY local families, FOR local families, with local education opportunities, mental health supports, healthcare and community services, and more – all reviewed by local parents to make sure every Tarrant County family has the help they need to thrive.

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 #LetsGBGTarrant!

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Text Messages:




LAUNCH DAY TEXT CONTENT FOR COMMUNITY PARTNERS

- School is almost out but your child can keep learning! Find out how at GoBeyondGrades.org/TARRANT
- Ask your child's teacher, "Is my child at grade level?". This question can make a big difference. GoBeyondGrades.org/TARRANT
- Find out what to ask your child's teacher about reading & math at GoBeyondGrades.org/TARRANT
- Keep the learning alive this summer! Find camps to inspire your child at Find.BestPlace4Kids.com
- Download the FREE Parent Pass™ app – BY local families, FOR local families! Access hundreds of free events and local resources at ParentPass.app/

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Facebook:

Be sure to tag [Learning Heroes](#)

CAPTION	GRAPHICS
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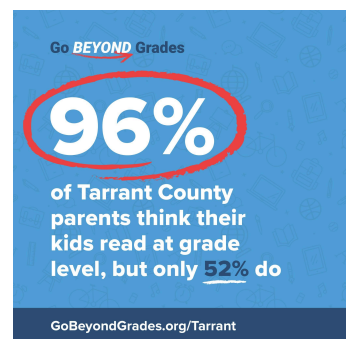
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Have fun and support your child's grade-level progress—you can do both!! Check out the first-of-its-kind Tarrant County search tool for local summer and after-school programs. Get started at <https://GoBeyondGrades.org/Tarrant>



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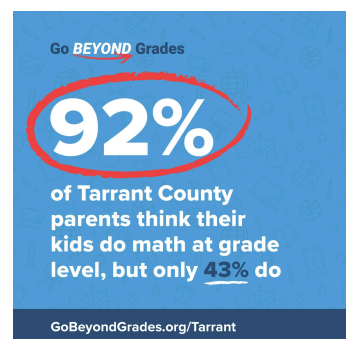
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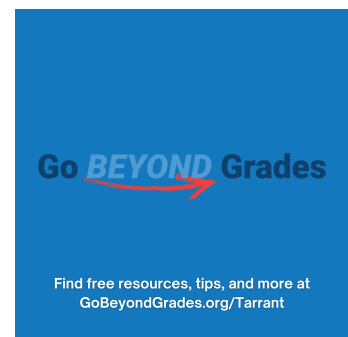
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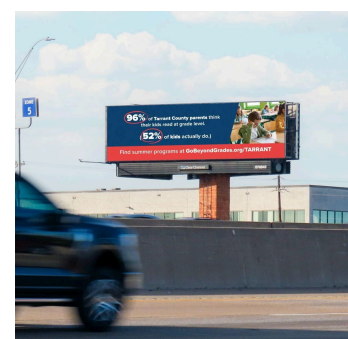
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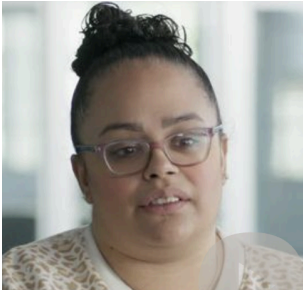



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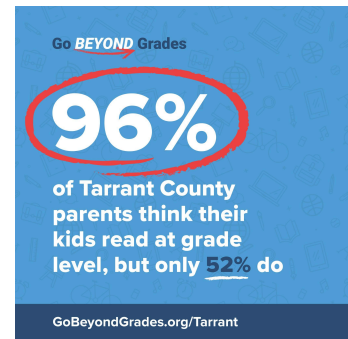
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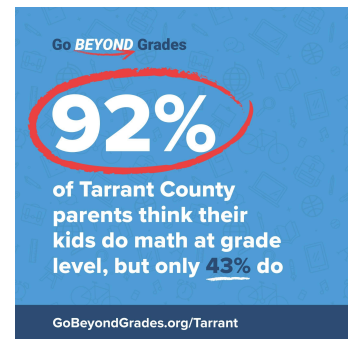


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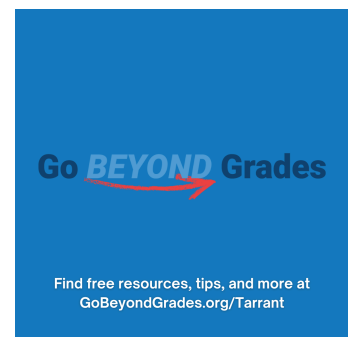
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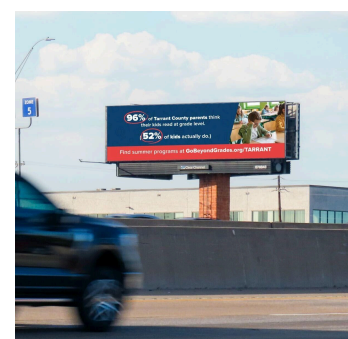
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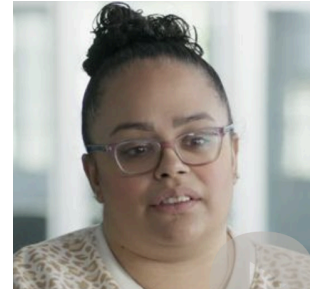
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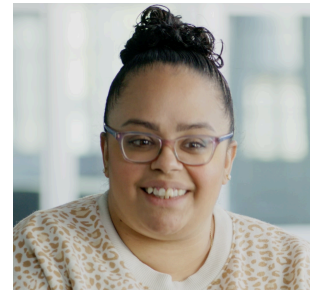
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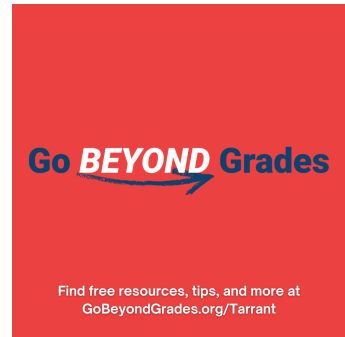
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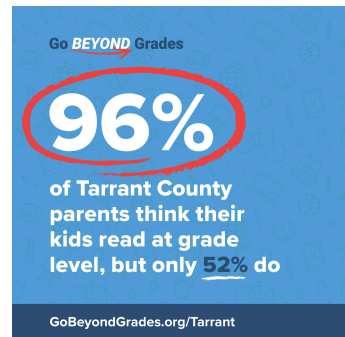
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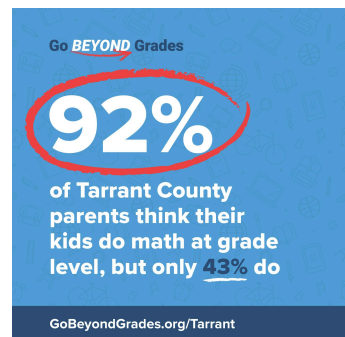
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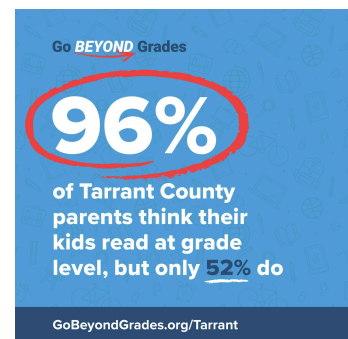
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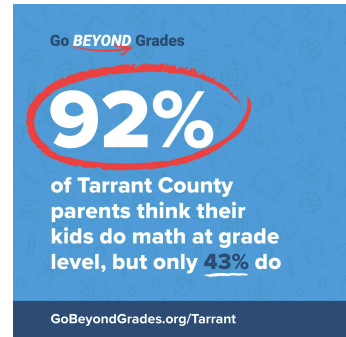
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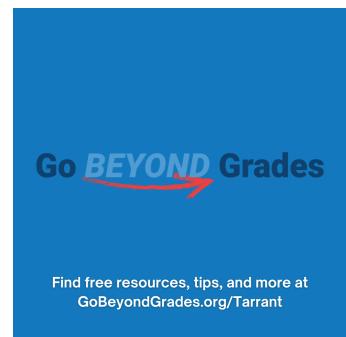
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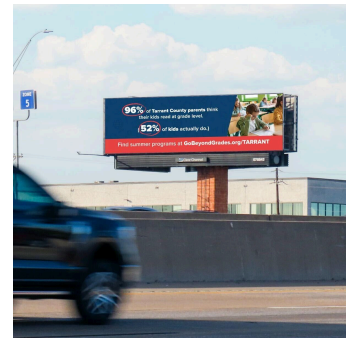
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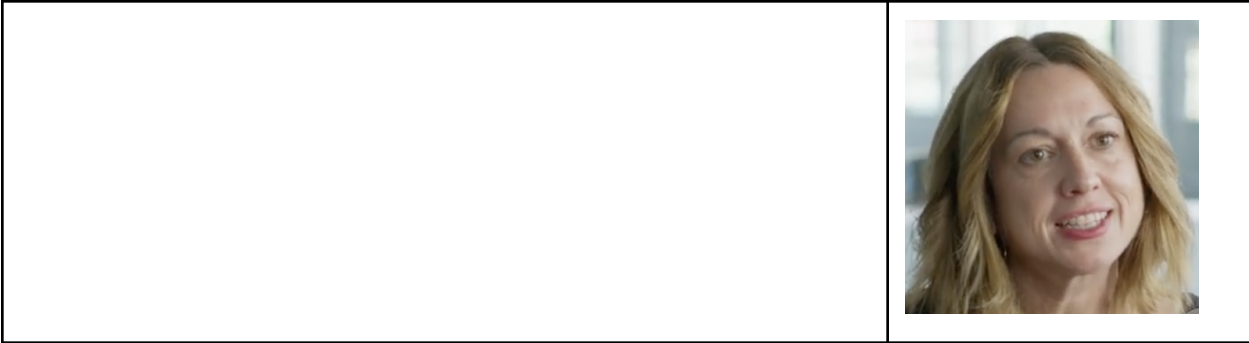
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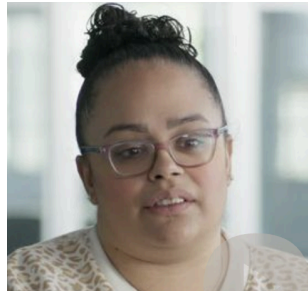
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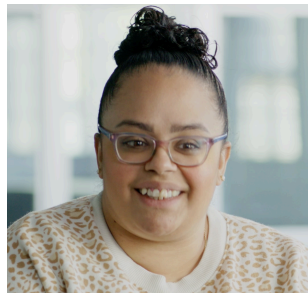
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