



TKCalifornia Promotional Toolkit 2022-23 Back-To-School

Hashtags:

- #TKCalifornia
- #TKca
- #backtoschool2022

Graphics:

Accompanying graphics are available to download [here](#).


Social Media Handles:

- Facebook: @EarlyEdgeCA
- Twitter: @EarlyEdgeCA
- LinkedIn: @early-edge-california

Suggested Social Media Posts:

—WEEK OF 8/15—

Post #1: Back-To-School Website Updates Announcement

- **Twitter:** TK expansion has started in the 22-23 school year! #TKCalifornia, @EarlyEdgeCA's online hub for finding easy-to-use TK resources for administrators, teachers, & parents, has been updated w/  resources & info in time for #backtoschool2022. Take a look! <https://tkcalifornia.org/>
- **Facebook/LinkedIn:** Transitional Kindergarten (TK) expansion has started in the 2022-23 school year! #TKCalifornia, @EarlyEdgeCA's online hub for finding easy-to-use TK resources for administrators, teachers, and parents, has been updated with new resources and information in time for back to school. Take a look! <https://tkcalifornia.org/> #TKca #backtoschool2022



Post #2: New TK Blog Series - Blog #1: SDUSD

- **Twitter:** When @sdschools starts later this month, it will have more than 4K students enrolled in 185 #TK classrooms across all elementary school sites. Read the inaugural blog in @EarlyEdgeCA's new series "TK Expansion in Action" to find out how they did it! <http://ow.ly/vo8s50Kkt7S>
- **Facebook/LinkedIn:** When @SanDiegoUnified opens its doors on the first day of school on August 29, they will have more than 4,000 students enrolled in 185 TK classrooms across all elementary school sites. But how did they do it? Learn more from the program's Early Learning Director Stephanie Ceminsky who shares strategies and resources that have supported the district's TK expansion in the inaugural blog from @EarlyEdgeCA's new series "TK Expansion in Action"! <http://ow.ly/vo8s50Kkt7S>

—WEEK OF 8/22—

Post #3: TK Policy Map (Parent Version):

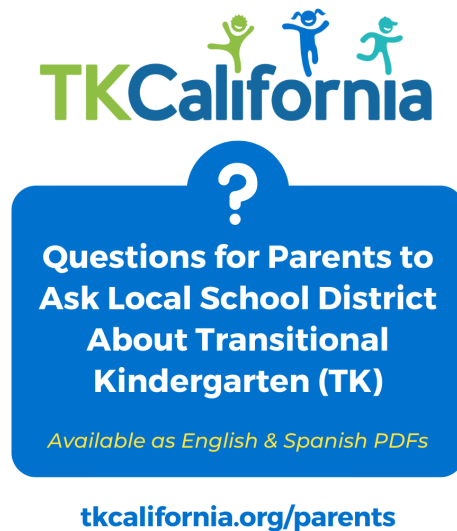
- **Twitter:** TK expansion will occur over a 4-year period, beginning in the 2022-23 school year. To help parents better understand the TK implementation timeline & when their child may be eligible for enrollment, visit #TKCalifornia to access the TK Policy Map! <http://ow.ly/lgbF50Kj1fv>
- **Facebook/LinkedIn:** The expansion of Transitional Kindergarten (TK) will occur over a 4-year period, beginning in the 2022-23 school year. To help parents better understand the TK implementation timeline and when their child may be eligible for enrollment, visit the #TKCalifornia website to access the TK Policy Map for Parents—available in English and Spanish! <http://ow.ly/lgbF50Kj1fv>



Post #4: Questions Parents Should Ask about TK:


- **Twitter:** TK is expanding to serve all 4-year-olds by the 2025-26 school year. Parents likely have lots of questions about what this means for their child. The NEW #TKCalifornia page lists ? parents can ask their district to understand their TK enrollment options. <http://ow.ly/LB5v50KiPj7>
- **Facebook/LinkedIn:** Transitional Kindergarten (TK) is expanding to serve all 4-year-olds by the 2025-26 school year. Parents likely have lots of questions about what this means for their child. Since every school district is different, the specifics about how and where to enroll their child in TK will vary depending where they live. This NEW

parent page on the #TKCalifornia website lists some general, but important, questions parents can ask their local school district to better understand their options for enrolling their child in TK. The questions are available as a downloadable PDF in both English and Spanish. Learn more: <http://ow.ly/LB5v50KiPj7>



—WEEK OF 8/29—

Post #5: New Resources - Resources Library:

- **Twitter:** There are now nearly 150 resources on the #TKCalifornia website for administrators, teachers, and parents! In time for #backtoschool2022, 20+  resources have been added to the resources library around anti-bias education, social-emotional learning, math/science, & more. <http://ow.ly/x33w50Kj1FZ>
- **Facebook/LinkedIn:** There are now nearly 150 resources on the #TKCalifornia website for administrators, teachers, and parents! In time for back to school, 20+ NEW resources have been added to the Transitional Kindergarten (TK) resources library around anti-bias education, social-emotional learning, math and science, and more. Explore the TK resources: <http://ow.ly/x33w50Kj1FZ> #backtoschool2022

Post #6: Back-To-School Website Updates

- **Twitter:** School administrators! @EarlyEdgeCA's #backtoschool22 updates to #TKCalifornia include new info about TK funding and staffing options such as the TK emergency teaching permits. Visit our Administrators landing page to learn more: <http://ow.ly/1QGx50Kkt5>

- **Facebook/LinkedIn:** School administrators! @EarlyEdgeCA's #backtoschool22 updates to the #TKCalifornia website include new information for your TK planning needs. Visit our Administrators landing page and click on the funding and staff tiles to learn about options such as the TK emergency teaching permits and more: <http://ow.ly/1QGX50Kktt5>

