



Zap the Gap Social Media Toolkit

We're thrilled that you are interested in using social media tools to help spread the word about the Zap the Gap campaign. Use this as an opportunity to rally your parents, advocates, policymakers, volunteers, school staff, and supporters around the importance of afterschool and its valuable benefits for kids and families in our local communities.

Our [Communications Toolkit](#) offers a number of resources if you are interested in deepening your advocacy efforts. Keep your messaging simple and on point. Use the terms "afterschool," "summer learning," "out-of-school time," or "expanded learning" programs as you see fit.

Here are the key messages and data to share:

- Afterschool and summer learning programs keep kids safe, help working families, and inspire learners.
- Afterschool and summer learning programs support Vermont's vision for education.
- Quality afterschool and summer learning programs address the opportunity gap and help all kids have access to enriching learning experiences.
- For every dollar spent on quality expanded learning opportunities, Vermont gets back \$2.18 in long-term savings and benefits.
- Afterschool and summer learning programs provide kids with healthy snacks and meals and help students stay physically active.
- 24% of Vermont's children in grades K-12 are currently enrolled in expanded learning programs. Of those kids not currently in programs, 33% (over 22,000) would participate in a program if one were available.
- 88% of Vermont parents support public funding for expanded learning opportunities, and 81% agree that afterschool programs give working parents peace of mind about their children when they are at work.

Links and Hashtags:

Zap the Gap Online Supporter Card | <http://www.vermontafterschool.org/zapthegap/>
Closing the Gap – ELO Working Group Report | <http://bit.ly/1T6bvzM>
Vermont Afterschool, Inc. | <http://www.vermontafterschool.org>

#AfterschoolWorks
#Afterschool
#Invest3to6
@VTAfterschool
@Afterschool4All

#ZaptheGap
#21stCCLC
#SummerLearning

#STEM
#Afterschoolmeals
#LightsOnAfterschool

Sample Facebook Posts:

Did you know that for every \$1 Vermont invests in quality expanded learning programs, the state gets back \$2.18 in long-term savings and benefits? We already know afterschool works, now we know that it saves money too. Tell Vermont to step up its investment in afterschool by signing an online #ZaptheGap supporter card that will be delivered to your legislators:

<http://www.vermontafterschool.org/zapthegap/>

Vermont ranks last in the nation for having low-income children enrolled in afterschool and summer learning programs. Let's change that and make sure that ALL kids in Vermont have access to enriching learning opportunities during the out-of-school time hours. Sign an online supporter card today asking your legislators to support public funding for afterschool and summer learning programs.

<http://www.vermontafterschool.org/zapthegap/>

Afterschool matters. It matters to working families, to the kids who are staying safe and eating healthy food during out-of-school time hours, and to the success of our youth. It matters a lot to [name of your program], which is why we're working for statewide funding for afterschool and summer learning programs. Tell your legislators why afterschool matters and sign an online supporter card here:

<http://www.vermontafterschool.org/zapthegap/>

There's a lot of great things happening in afterschool right now. Just take a look at this photo of [description & attach photo of your students doing fun stuff]. But not every child in Vermont has these opportunities. Of those currently not enrolled in an afterschool program, 22,000+ youth would be in a program today if more programs were available and accessible in Vermont. Let's bring afterschool to all! Sign an online supporter card today.

<http://www.vermontafterschool.org/zapthegap/>

New research shows that afterschool is a real solution linked to closing the achievement gap. Join me in helping Vermont Afterschool to #ZaptheGap so that all kids in Vermont have access to afterschool and expanded learning opportunities that help them succeed. Sign an online supporter card here:

<http://www.vermontafterschool.org/zapthegap/>

Sample Twitter Posts:

- For Vermonters to compete in the 21st century, we need to invest in the future: our children. #ZaptheGap #Invest3to6 <http://bit.ly/1QqYyTg>
- Juvenile crime peaks #afterschool—our kids need safe places to be after 3pm. #ZaptheGap and bring afterschool to all <http://bit.ly/1QqYyTg>
- More than 21000 Vermont kids are enrolled in #afterschool, but 22,000+ are waiting to get in. Help #ZaptheGap here <http://bit.ly/1QqYyTg>!
- Every \$1 invested in VT #afterschool saves \$2.19 in the long run. #ZaptheGap to help kids and save state dollars. <http://bit.ly/1QqYyTg>
- Afterschool & #summerlearning programs help working parents keep their jobs and bring peace of mind. #ZaptheGap here <http://bit.ly/1QqYyTg>