@EdRisingAZ
Social Media Blitz Overview

We all do great things in our Educators Rising chapters – now we need to let everyone know! Social media is a great way to showcase the amazing things we are doing in Arizona and reach a large number of people while doing it. We will be kicking off our social media blitz in February so let's get ready! Each month will have a different theme for you to focus your social media posting on. Read the information below and prepare for your first round of blitzing!

Blitz Goals

- Increase visibility and awareness of Educators Rising Arizona
- Help to educate others about what EdRising is and what we do
- Increase our followers on Facebook by 15%, our followers on Twitter by 10%,Snapchat by 10% and our followers on Instagram by 10%

Blitz Design

- The state officers and state director will serve as the primary leads for the Blitz Campaign. The state director will create a 12 month social media calendar of themes and strategies for social media engagement.
- The themes will be generic so you are able to apply them to any curriculum or activity
- To maximize our results of visibility, we are asking that each rising educator post at least one photo or post to the social media sites per month
- In order to increase our awareness, we are asking that each rising educator and teacher leader follow us on Instagram and Twitter (and encourage others to follow us as well) and "like" us and share our Facebook page with at least 5 others
- The Blitz will be most effective if rising educators become involved, your chapters are highlighted, and you use the hashtag #EdRisingAZ for each post

Social Media Sites

- Follow us @EdRisingAz on Twitter, Instagram, Snapchat and Facebook
- Educators Rising Arizona will use one hashtag #EdRisingAZ for consistency across all sites and encourage our participants to do the same
- You should use Instagram for photos and short videos, Facebook for longer messages, and Twitter for shorter messages
- Make every effort to post to all 4 of our social media sites using the hashtag #EdRisingAZ each time you post

Blitz Tips

- Look at the theme for the upcoming months. If you are doing something in your chapter that directly supports a theme from an upcoming month, wait until that month to post
- Social media posts are more likely to be shared when they are accompanied with a photo or video
- Prepare your text to ensure that it stays within the requirements (140 characters for Twitter and 400 characters for Facebook)
- Remember you are the face of Educators Rising AZ so stay positive and professional at all times
- This Blitz is aimed to highlight amazing activities and the positive outcomes that are associated with your EdRising chapter in order to promote your organization and gain members

Social Media Blitz Calendar

- Post the themes and descriptions for each month in your classroom. A few days before the start of a new month, the state director will send out a reminder of the upcoming theme. Make sure to share this information with rising educators, CTE directors, JTED superintendents and anyone else that can add to our social media blitz
- Please share these guidelines and the social media blitz calendar with your rising educators

Social Media Blitz Theme Calendar

August

- Why Belong?

September

- Teaching is AmAZing!

October

- Leadership Lollipop

November

- Making a Difference

December

- Giving Back

February

- Celebrate CTE Month

March

- Conference Countdown

April

- Tech Time

May

- Mentoring Month

June

- National Navigation

July

- Let me tell you about my best friend

Descriptions of Themes

August – Why Belong?
Promote the reasons why students are in Educators Rising and showcase the reasons why others should be a part of this amazing organization.

September – Teaching is AmAZing!
Share photos and stories about why you want to be a teacher!

October – Leadership Lollipop
Share photos, videos and stories about great leadership skills and what it takes to be a leader.

November – Making a Difference
Showcase your chapter making a difference in your school, your community or your state!

December – Giving Back
Share photos, videos or stories about how your chapter is giving back in big and small ways!

January - Take a break from social media!

February - Celebrate CTE Month
Share all the wonderful things that Career and Technical Education offers for you and your chapter. Share the stories from your Education Professions and Early Childhood Education courses.

March –Conference Countdown
Showcase photos or videos from the State Leadership Conference and all the amazing sessions, competitions, and activities we partake in.

April – Tech Time
Share photos, videos or lessons that rising educators created using technology applications for the classroom and show how those apps increased student learning, or added value to the lesson.

May – Mentoring Month
Share photos or videos of rising educators engaged in mentoring activities and the resulting benefits of mentoring.

June – National Navigation
Share photos, videos, or testimonials about your experiences at the National Leadership Conference.

July – Let me tell you about my best friend
Post photos of you and the friends you have made through Educators Rising. Share a story of how you met and what you both love about EdRising AZ.