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**Sample Social Media Posts**

 **Twitter**

Students who miss too much school score lower on @NAEP tests in every state and city tested <http://bit.ly/1oqfID7> #SchoolEveryDay

7.5 million students miss 10% of the school year nationwide. That’s 135 million days. <http://bit.ly/1oqfID7> #SchoolEveryDay

For poor kids, chronic absence in kindergarten = lower academic achievement through 5th grade. <http://bit.ly/1oqfID7> #SchoolEveryDay

Preschoolers who miss too much school don’t develop reading, math & social skills as quickly <http://bit.ly/1oqfID7> #SchoolEveryDay

Students lose 14 million school days to asthma each year. Controlling asthma = better attendance. <http://bit.ly/1oqfID7> #SchoolEveryDay

Low-income kids are 4X more likely than peers to be chronically absent & miss key lessons early on <http://bit.ly/1oqfID7> #SchoolEveryDay

Children of color are more likely to be chronically absent than peers. Let’s close the attendance gap <http://bit.ly/1oqfID7> #SchoolEveryDay

FACT: By 6th grade chronic absence is a clear predictor that students may drop out. Read more here: <http://bit.ly/1oqfID7> #SchoolEveryDay

Students who are chronically absent in any year of high school are 7.4X more likely to drop out. <http://bit.ly/1oqfID7> #SchoolEveryDay

Chronic absence affects all kids, not just the absent ones. Learn how to get kids in #SchoolEveryDay here: <http://bit.ly/1oqfID7>

Missing 10% of school days, just 2 days each month, can put children at risk of academic failure. <http://bit.ly/1oqfID7> #SchoolEveryDay

One in 10 kindergarten & 1st grade students misses nearly a month of school each year. <http://bit.ly/1oqfID7> #SchoolEveryDay

Join the Attendance Awareness Campaign today and end chronic absence in our schools: <http://bit.ly/1oqfID7> #SchoolEveryDay

This September is Attendance Awareness Month, but the time to end chronic attendance is now! <http://bit.ly/1oqfID7> #SchoolEveryDay

Help end chronic absence. Join the Attendance Awareness Campaign and get kids in #SchoolEveryDay <http://bit.ly/1oqfID7>

A school can have 95% daily attendance but still have 30% of students chronically absent: <http://bit.ly/1oqfID7> #SchoolEveryDay

Find out how you can keep kids in #SchoolEveryDay – we can solve chronic absence: <http://bit.ly/1oqfID7>

Reducing chronic absence takes commitment, collaboration & tailored approaches. Will you help? <http://bit.ly/1oqfID7> #SchoolEveryDay

 **Facebook**

**Attendance Awareness Month is September, but the campaign to end chronic absence starts now! It’s a bigger problem than you probably think. Learn more about chronic absence and join the Attendance Awareness Campaign today!** <http://bit.ly/1oqfID7>

**When we reduce chronic absence we improve graduation rates, increase academic achievement and give young people the best chance at success in their adult life. Join the Attendance Awareness Campaign and make a difference for your community:** <http://bit.ly/1oqfID7>

**Improving attendance is not rocket science, but it does take commitment, collaboration and tailored approaches to the particular strengths and challenges of each school or community.** Let’s do it! <http://bit.ly/1oqfID7>

Too often, we think of reducing absences as the job of parents or school clerks in the front office. But communities across the country have started helping schools address chronic absence by building public awareness and leveraging resources. <http://bit.ly/1oqfID7>

A growing body of research reveals the prevalence of chronic absence and its critical role in student achievement. This research also shows that chronic absence can be addressed when school districts, communities, and policymakers work together to monitor the problem and implement solutions that target the underlying causes. Learn more here: <http://bit.ly/1oqfID7>

Chronic absence is easily masked by school attendance statistics, even when average daily attendance appears relatively high. Even in a school with 95% daily attendance, 30% of the student population could be chronically absent. How is that possible? Find out: <http://bit.ly/1oqfID7>