**Social Media**

**Sample Announcements**

If your school uses Twitter and/or Facebook to communicate with parents, students, and teachers, you can use both platforms to communicate the importance of the assessment to teachers and to encourage student participation. The following tweets and Facebook posts are available for you to customize before posting to your school’s social media channels. When customizing, Facebook posts containing 200 characters of text or less and tweets containing less than 110 characters of text work best.

In addition, you can follow NAEP’s social media accounts as we regularly share resources, results, and tools for working with NAEP that states also share on their pages to prepare for participation in the assessments. Find our social media accounts below.

****<https://www.facebook.com/NationalAssessmentofEducationalProgress/>

****<https://twitter.com/@NAEP_NCES>

<https://www.youtube.com/user/TheNationsReportCard>

**Scheduling Information**

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| **Facebook** | **Twitter** |
| Our school will have the chance to make a difference in education on [DATE]! Learn why our participation in NAEP is important at <http://1.usa.gov/1kVxTKI>. | We’re excited to announce our school will participate in #NAEP on [DATE]! Learn about this national assessment at <http://1.usa.gov/1kVxTKI>. |
| A group of our 12th-graders will represent thousands of others across the country on [DATE]! Known as The Nation’s Report Card, NAEP is the largest nationally representative and continuing assessment of what students in the United States know and can do in a variety of subjects. Learn more at <http://1.usa.gov/1jVs1Wt>. | #NAEP will be administered to select 12th-graders at our school on [DATE]. To learn more about the program, visit <http://1.usa.gov/Ugb2Ct>. |
| Something big is happening on [DATE]. A group of our 12th-graders will participate in #NAEP that day! Learn more at <http://1.usa.gov/1jFG4zn>. |

**Information for Teachers**

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| **Facebook** | **Twitter** |
| Teachers, how much do you know about NAEP? What does NAEP mean for you and your students? Hear what other teachers are saying at <https://youtu.be/zR1_pUdSlFg>. | #Teachers, do you know why our #student participation in #NAEP is important? Find out: <http://1.usa.gov/WiTIxT>. |
| NAEP results help us better understand how our students are performing academically across the United States. Learn more about why participation is important at <http://1.usa.gov/WiTIxT>. | Some of our 12th-graders have been selected to participate in #NAEP! Discover what other #teachers are saying at <http://youtu.be/zR1_pUdSlFg>. |
| #Teachers, find out the types of questions your #students will see on #NAEP with the NAEP Questions Tool: <http://1.usa.gov/1rx7VSt>. |

**Information for Students**

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| **Facebook** | **Twitter** |
| 12th-graders, don’t forget! If you have been selected to take NAEP, your participation is essential for understanding what students across the country have learned in school. Warm up your mental gears by checking out the NAEP Test Yourself tool at <http://bit.ly/2cm6NBa>. | The “AEP” in #NAEP does not stand for “Atomic Endangered Penguins!” Hear what other students have to say at <http://youtu.be/8drjkhe0iQU>. |
| What is NAEP? Learn the answer to this question and more at <https://youtu.be/8drjkhe0iQU>. | You don’t have to study for #NAEP, but your participation is still important. Find out why: <http://bit.ly/2ciTxeH>. |
| Curious about the types of questions you can expect to see on #NAEP? Check out the NAEP Test Yourself tool at <http://bit.ly/2cm6NBa>. |

**Information for Parents**

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| **Facebook** | **Twitter** |
| Parents, if your 12th-grader has been selected to take NAEP, he or she will represent thousands of other students across the United States. Discover other reasons why participation is so important at <http://1.usa.gov/WiTIxT>. | Mark your calendars, parents! Our school will participate in #NAEP on [DATE]. Learn more about the assessment at <http://1.usa.gov/1zRr5HH>. |
| Do you have any burning questions about NAEP and your child’s involvement? The wait is over! Learn the answers to your questions and more by visiting <http://1.usa.gov/1rnbygh>. | If your child has been selected to participate in #NAEP, find more information about the assessment at <http://1.usa.gov/1rnbygh>. |
| Why is your child’s participation in #NAEP important? Find out by visiting <http://1.usa.gov/WiTIxT>. |