

## LIGHTS ON AFTERSCHOOL SOCIAL MEDIA GUIDE

**It's almost time for the 16<sup>th</sup> annual *Lights On Afterschool* celebration on October 22!** *Lights On Afterschool* is the only nationwide event celebrating afterschool programs and their important role in the lives of children, families and communities. Each year, as many as one million people come together at thousands of events around the world to send a powerful message that millions more kids need quality afterschool programs.

**We want to make this year's celebration bigger and better than ever.** Join us in the weeks ahead of *Lights On Afterschool* 2015 to spread the word and get the country ready for another brilliant nationwide rally.

### TWITTER

**We know you're busy planning your *Lights On Afterschool* event—so go ahead and send these tweets with just one click!** But when you have time, we encourage you to share personal photos and stories about *Lights On* events past and present. Tell your audience about the fun you've had and achievements you've seen thanks to previous *Lights On Afterschool* celebrations, and share what you're planning this year. Have any great resources to share with program sites? Be sure to spread the word about those using the hashtag #LightsOnAfterschool!

- We're gearing up for #LightsOnAfterschool 2015—and we'd love for you to join us! @afterschool4all can help you plan: <http://www.afterschoolalliance.org/loaEventKit.cfm> [\[Click to tweet this!\]](#)
- #LightsOnAfterschool, the national rally for #afterschool, is around the corner! Make sure your event is registered: <http://www.afterschoolalliance.org/loaHostEvent.cfm> [\[Click to tweet this!\]](#)
- Want to know how you can help keep the #LightsOnAfterschool? Participate in an event—or host your own!—this Oct. 22: <http://www.afterschoolalliance.org/loa.cfm> [\[Click to tweet this!\]](#)
- Join us (and 1+ million people across the US) to celebrate the programs that support our kids! <http://www.afterschoolalliance.org/loaEventKit.cfm> #LightsOnAfterschool [\[Click to tweet this!\]](#)
- #LightsOnAfterschool is around the corner—& it doesn't take much to host a great event. @afterschool4all can help: <http://www.afterschoolalliance.org/loaEventKit.cfm> [\[Click to tweet this!\]](#)
- Afterschool programs help families and keep kids safe and learning. Show the world what they mean to you on Oct. 22: <http://www.afterschoolalliance.org/loa.cfm> [\[Click to tweet this!\]](#)
- From zombie fun runs to parades to city-wide experiments, #LightsOnAfterschool events can be anything! What's yours? <http://www.afterschoolalliance.org/loaHostEvent.cfm> [\[Click to tweet this!\]](#)

### FACEBOOK

**We know you're busy planning your *Lights On Afterschool* event, so we've created some posts for you to copy and paste in seconds.** But when you have time, be sure to share personal photos and stories about *Lights On* events past and present! Tell your audience about fun memories or impressive accomplishments from past events, share what you have planned for this year, and spread the word about helpful resources for program sites.

- We're gearing up for #LightsOnAfterschool by getting the word out about our event! Afterschool programs keep kids safe, inspire them to learn and help working families—and *Lights On Afterschool* shines a national spotlight on their impact! <http://www.afterschoolalliance.org/loa.cfm>
- For every one child who gets to participate in an afterschool program, two more are waiting to get in. If you think every kid deserves access, join us to celebrate #LightsOnAfterschool! <http://www.afterschoolalliance.org/loaHostEvent.cfm>
- Want to know how you can help keep the #LightsOnAfterschool? Participate in an event—or host your own!—this Oct. 22: <http://www.afterschoolalliance.org/loaHostEvent.cfm>