

SOCIAL MEDIA GUIDE FOR EDUCATORS

DiscoverU Week returns Oct. 14-18, 2019! During DiscoverU Week, help K-12 students explore college and career with the region's schools and youth-serving organizations. Each day has a theme and everyone can participate!

Visit discoveruwa.org so you can support K-12 students with college and career exploration. You'll find lesson plans, guides, activities, photo booth materials, and more. Use this social media guide to generate buzz leading up to DiscoverU Week and use the prompts below to participate during each day of DiscoverU with your own social media posts.

GETTING READY FOR DiscoverU WEEK!

SAMPLE POSTS Promoting DiscoverU:

- DiscoverU Week 2019 is coming! Join other educators Oct. 14-18 to help students explore college & career. Visit discoveruwa.org to get resources and learn more.
- DiscoverU Week is Oct. 14-18 this year! Educators: participate by doing college and career classroom activities, aligning your lesson plans to DiscoverU theme days, or entering the door decoration contest. Learn more at discoveruwa.org.
- Enter the DiscoverU Classroom Door Decoration Contest! Engage your students and promote college & career exploration with a creative classroom door. The submission deadline is Monday, Oct. 14, and winners will be announced Friday, Oct. 18. Submit your entry: discoveruwa.org/door-contest



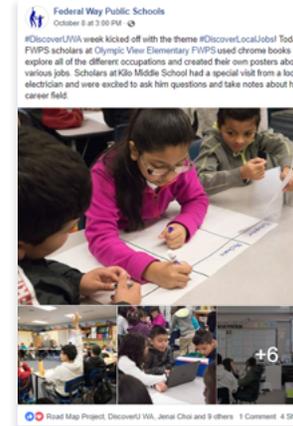
MONDAY

#DiscoverLocalJobs

Washington State employers are expecting 740,000 job openings by 2021. Let's make sure our students know about their options.

Post your answer to a #DiscoverLocalJobs prompt:

- If you grew up locally, share your educational pathway.
- Describe the types of jobs that are in-demand at your workplace or community.
- Spotlight someone from your community who works in a local sector.



TUESDAY

#LeadYourCommunity

Today is all about community building. Introduce students to community-oriented work or connect them to leadership opportunities outside of the classroom and in their neighborhoods.

Post your answer to a #LeadYourCommunity prompt:

- How were you involved with your community while in high school? What impact did that experience have on your career pathway?
- What does community leadership mean to you?
- Who in your community inspires you? Give them a shoutout!
- How did your community involvement experience help you develop skills you use today?



OCT
16

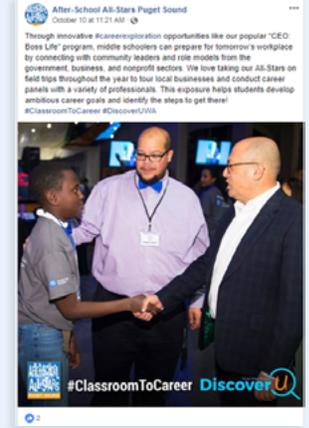
WEDNESDAY

#ClassroomToCareer

Students sometimes wonder, "Why do I need to learn this?" Today, take time to show your students how classroom content connects to careers.

Post your answer to a #ClassroomToCareer prompt:

- Share how you use what you learned in high school or college in your current job.
- Share how high school classes become foundational skills in your field (e.g. Math + Art = Web design)
- Describe the educational path or classes you need to pursue a specific job (maybe your own!)
- Share how something you learned in high school or college helped you determine your career path.
- What is something you know now that you wish you had known when you started school/work?



OCT
17

THURSDAY

#CollegeGearDay

Show school pride by wearing your college's gear and discussing college knowledge!

Post your answer to a #CollegeGearDay prompt:

- What is your favorite college memory?
- How did you choose your program (major, degree, certification)?
- What is your best advice for students who are deciding what to pursue beyond high school?
- Why did you choose to go to college?
- What unexpected knowledge did you pick up from college?



OCT
18

FRIDAY

#FlashForwardFriday

What do students see when they look into their futures? To cap off DiscoverU week, set up activities for students to share their visions.

Suggested way to participate:

- Use props and signs (discoveruwa.org/photobooth-signs) to create a photo booth and then post photos on social media. Then post student answers!

