# How to Use the social media graphics and copywriting

## The kit includes 12 graphics and accompanying copywriting that can be used for social media posts across multiple platforms. The posts provide both general and grade-specific information on why attendance is critical to student achievement and school funding:

* Instructional Document
* Pre-K – Kindergarten Copy and Graphics
* Grades 1 – 3 Copy and Graphics
* Grades 4 – 8 Copy and Graphics
* Grades 8 – 12 Copy and Graphics
* All Grades “What is Chronic Absence” Copy and Graphics
* All Grades Explanation of Switch to ADA Copy and Graphics
* All Grades Health and Absences Copy and Graphics
* All Grades General Messaging Graphics (No Copy)
* Customizable Attendance Record (No Copy)

The graphics are differentiated by grade for local education agencies that would like to target parents of certain grade ranges with information that applies to their children’s level of learning. There are also several graphics that are appropriate for use with all grades.

Each graphic also has optional copywriting that can be used for captions in social media posts. Please feel free to personalize the writing to you needs or to use as-is.

The Customizable Attendance Record has been provided in Word document format to allow LEAs to enter school’s information. Once the data is entered, right click on the image and save it as a JPG for use on social media.

Questions on how to use the social media graphics and/or copy can be directed to [mreynolds@sde.idaho.gov](mailto:mreynolds@sde.idaho.gov).