

#SELday

Social Media Toolkit

Contribute to our #SELday social media blitz by scheduling posts in advance, engaging social media influencers, and liking and retweeting other #SELday posts—all on SEL Day. We will shout out the most prolific #SELday posters as well as #SELday the posts with greatest engagement and reach. Start planning now to earn these honors!

Social Media Posts

Schedule Posts In Advance

Plan to post multiple times throughout the day on multiple platforms—use free tools such as [Buffer](#) or [Later](#) to schedule your posts in advance:

- Twitter: 5–10 times
- Instagram: 3–5 times
- Facebook: 2–3 times
- LinkedIn: 1 time

Let's get #SELday trending by posting at the same time! Schedule at least one of your #SELday posts on Friday, March 10, 2023 for 12:00 pm ET.

Ideas for Posts

It's time to share/re-share the great ways you've been working to showcase, promote, advocate and support SEL in honor of #SELday! Describe and share each #SELday activity you've organized or engaged in (we won't list them all here, but check out our [Toolkits](#) page for a reminder). Shout out all the badges you've earned.

Here are some prompts to highlight your SEL engagement this year:

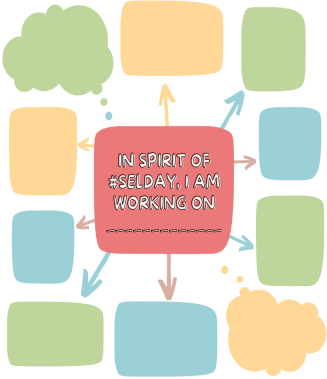
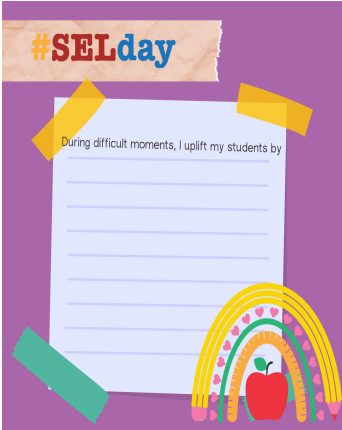
- In spirit of #SELday, I am working on _____ [SEL skills]
- During difficult moments, I uplift my students by _____ #SELday #SEL
- We're creating meaningful connections with others around us by _____ #SELday #SEL
- I try to be mindful of my emotions because _____ #SELday #SEL

- My heart is full when my loved ones _____ #SELday #SEL
- Cultivating positive friendships is important to me because _____ #SELday #SEL

Get creative with your own SEL Day inspirations! For SEL Day 2022, [NES SEL Day Activities Toolkit](#), courtesy of @Teach4SpclNeeds, an SEL Coordinator in RI, became a trending post.

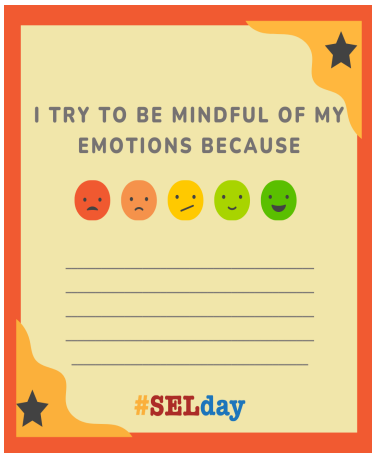
Image Templates

We've created some templates on Canva, a free, easy-to-use, drag-and-drop tool for creating graphics for social media and more. Feel free to use the prompt in the template, or write your own! Click on the image you would like to use below to create your own graphic starting from one of our templates:

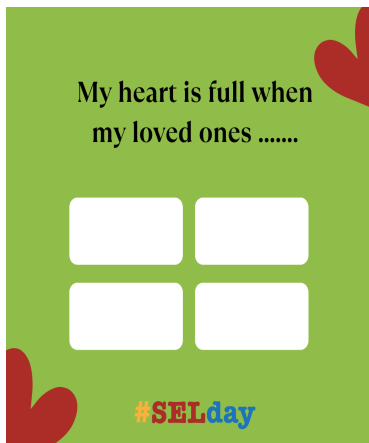
Canva Template	Link to Use Canva Template
	https://www.canva.com/design/DAFJJDbkQ-Y/FReQpaXsNnMUcr7Cwdk7Ng/view?utm_content=DAFJJDbkQ-Y&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview
	https://www.canva.com/design/DAFJJGPZZ60/0U21DBJ2lKmq-PBol9zn2A/view?utm_content=DAFJJGPZZ60&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview



https://www.canva.com/design/DAFJJICw29k/nEkrYuJy-Nom468JU--SQ/view?utm_content=DAFJJICw29k&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview



https://www.canva.com/design/DAFJJBvpbRs/4CvA472cRPoZ-s9Gg4NCVw/view?utm_content=DAFJJBvpbRs&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview



https://www.canva.com/design/DAFJJJKYz_xg/pZDHxLfBPcBT3bl85VjosQ/view?utm_content=DAFJJJKYz_xg&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview



SEL Day Logo

Remember to include the #SELday logo in your social media images to maximize impact. Access a copy of the SEL Day logo: [SEL Day logo](#)



Hashtags

Use the following hashtags for all SEL Day posts:

- #SELday
- #SEL
- @[your organization]

Consider tagging the SEL Day co-sponsors (SEL4US and The Urban Assembly) too:

- @SEL4USA (Twitter) @SEL4US (Facebook & Instagram)
- @UrbanAssembly

Engage Social Media Influencers

Know anyone with a large social media following? Ask them to share an #SELday post. This is a great way to spread awareness for SEL, particularly to new audiences who may not know about it yet.

Re-Share and Like Posts

SEL Day is the one day this year we're asking you to *spend some time on social media* (even if you usually try to avoid it at all costs, as some of us SEL Day organizers do!).

Plan to search your favorite social media platforms for #SELday a few times throughout

the day to re-share and like all your favorite posts. This will amplify our #SELday outreach and should be a fun way to celebrate the day together.

Earn a SEL Day Badge

See [Badges](#) page. Earn badges by completing activities that showcase, promote, advocate and support SEL in your local school, organization and community. Climb to the top of the leaderboard by contributing multiple activities to help people around the globe learn about how SEL improves young people's well-being and success in school, career and life. [Submit information](#) to earn your **Social Media Posts Badge**.