

TEACHER APPRECIATION WEEK | MAY 2-6 DIGITAL MEDIA TOOLKIT



**TEACHER**  
APPRECIATION WEEK

Teaching: The profession that launches every career.



Dear Friends,

Teachers are true nation builders. Without them, no other profession would be possible. They inspire and change lives. They go above and beyond day in and day out. They often don't receive enough recognition for the countless things they do to ensure every one of their kids has the best education.

At the beginning of 2016, Secretary of Education John B. King, Jr. made it a priority to lift up the teaching profession and celebrate and support our teachers. That's why we're planning the biggest National Teacher Appreciation Week yet!



**But we can't do this alone. During the week of May 2-6, we are asking that you help us acknowledge and celebrate all the amazing teachers in your life.**

We've put together this digital toolkit for you to celebrate the teachers who made an impact on your life. In this toolkit, you'll find avatars and shareable graphics for social media, ideas of what to post, and instructions on how you can join in the celebration.

We hope you'll join in and help us lift up all the excellent teachers across the country. We look forward to celebrating all of the amazing work they do and the effect they have beyond the classroom. After all, teaching is the profession that launches every career, and that is worth celebrating.

Sincerely,

**The U.S. Department of Education**



# Important Dates

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**MAY 2-6, 2016** TEACHER APPRECIATION WEEK

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**MAY 3, 2016**

**TEACHER OF THE YEAR CEREMONY**

President Obama announces the Teacher of the Year with a ceremony at the White House. [Watch a livestream at wh.gov/live](http://wh.gov/live).

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**MAY 4, 2016**

**TEACHER CALL-A-THON**

[Submit the name of a teacher](#) you want ED to call and say thanks.

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**MAY 6, 2016**

**STAR PLAYER FIELD DAY**

With support from the College Football Playoff Foundation, all DC Public Schools math teachers will be treated like the “star players” they are. Make sure to share and follow the celebration [on our social media](#), and join by sharing moments of other events you are involved in around the country.



# Get Involved!

**FOLLOW ED** on Twitter, Facebook, Instagram, and Snapchat. Invite your friends to do the same. Share our messages throughout the week.



**USE THE HASHTAGS** to celebrate and share stories about your favorite teachers throughout the week.

**#THANKATEACHER**  
**#WHYITEACH**

**CELEBRATE TEACHERS** all week long. Rally your friends to participate. Share this toolkit and encourage others to participate!



# Get Involved!

## HERE ARE SOME IDEAS

### For Educators

- ♥ Follow **#ThankATeacher** on social media and ENJOY THE LOVE!
- ♥ Tell the world about your amazing students and colleagues with **#WhyITeach** (Selfies with your students, parents and colleagues are always fun.)

### For Everyone Else

- ♥ Share your appreciation on Facebook, Twitter and Instagram with **#ThankATeacher**.
- ♥ Take a selfie with your favorite teacher(s) throughout the week.
- ♥ Change your avatar! We made icons for you. They are located at the end of this toolkit.
- ♥ We made graphics for you, so please share them! They are located at the end of this toolkit.
- ♥ SnapChat made a special Teacher Appreciation Week Geofilter. It's pretty cool. You should use it.
- ♥ **Your phone is also an amazing camera.** Film a short message shouting out those special teachers who made an impact on your life.



# We Wrote Some Sample Messages

## SO YOU CAN FOCUS ON PICKING THAT PERFECT PHOTO FILTER.



- ♥ *It's Teacher Appreciation Week! Make sure you #ThankATeacher today and every day. [GRAPHIC]*
- ♥ *It is Teacher Appreciation Week! Join us in celebrating all the hard-working teachers in our lives. #ThankATeacher [GRAPHIC]*
- ♥ *Teacher Appreciation Week, May 2 - 6 | How will you #ThankATeacher?*
- ♥ *It's Teacher Appreciation Week! Tell others what teaching means to you. #WhyITeach*
- ♥ *Teaching: the profession that launches every career. #ThankATeacher #WhyITeach [GRAPHIC]*
- ♥ *To all the hard-working, dedicated teachers who are shaping lives, we thank you. #ThankATeacher [GRAPHIC]*
- ♥ *This week, we celebrate all teachers who help shape bright futures. Make sure to #ThankATeacher every day. [GRAPHIC]*
- ♥ *Thank you [NAME] for changing my life. #ThankATeacher [GRAPHIC]*
- ♥ *Thank you [NAME] for believing in my potential #ThankATeacher [GRAPHIC]*
- ♥ *A teacher believed in me. #ThankATeacher [GRAPHIC]*
- ♥ *A teacher changed my life. #ThankATeacher [GRAPHIC]*



# Get Fancy. Shoot a Video.

## #THANKATEACHER VIDEO SCRIPTS

The following scripts can be used to create a short video to say thanks to a teacher in your life. Once you've recorded your video, upload to social media and tag with #ThankATeacher.



**TEACHER**  
APPRECIATION WEEK

- ♥ Thanks to [TEACHER'S NAME] I am [YOUR TITLE/PROFESSION] today. I couldn't have done it without him/her.
- ♥ My favorite teacher was [TEACHER'S NAME] and [WHY HE/SHE WAS YOUR FAVORITE TEACHER]
- ♥ Thank you [TEACHER'S NAME]! Without your support, I would have never [SHARE AN ACCOMPLISHMENT]. Thank you for believing in me!
- ♥ [TEACHER'S NAME] inspired me to become [YOUR PROFESSION]. Teaching is truly the profession that launches every career.
- ♥ Thank you [TEACHER'S NAME] for believing in me. [SHARE HOW THAT TEACHER SUPPORTED YOU].
- ♥ Thank you [TEACHER'S NAME] for changing my life. [SHARE HOW THAT TEACHER CHANGED YOUR LIFE].
- ♥ I am thankful for teachers because [EXPLAIN WHY]. Thank you for the countless things you do!



# Get Fancy. Shoot a Video.

## EDUCATOR'S EDITION: #WHYTEACH

**We know you're busy, but if you find a little time, consider sharing your story with us. We will all be following #WhyTeach on social media and would love to hear your story.**

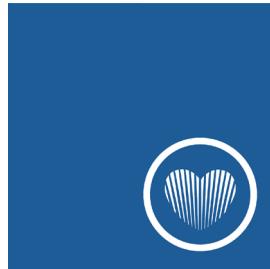


- ♥ *I teach because [EXPLAIN WHY YOU TEACH]*
- ♥ *I love teaching because [EXPLAIN WHY YOU TEACH]*
- ♥ *My classroom is special because [SHARE ABOUT WHAT MAKES YOUR CLASSROOM SPECIAL]*
- ♥ *My teacher colleagues inspire me because [SHARE WHY YOU BELIEVE IN TEACHERS]*
- ♥ *My students inspire every day because [SHARE HOW STUDENTS MOTIVATE YOUR WORK]*
- ♥ *My biggest source of inspiration for teaching comes from [ELABORATE ON WHAT DRIVES YOU]*



# Snazzy Up Your Profile Pictures

## AVATARS



\*Click on the avatars to [download](#).



# Snazzy Up Your Cover Photo



TWITTER COVER (LIGHT)



TWITTER COVER (DARK)

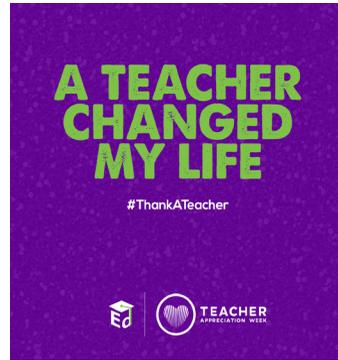


\*[Available](#) and sized both for **Facebook and Twitter**



# We Made Graphics

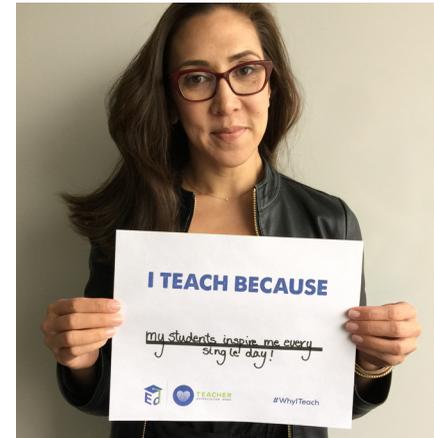
[Download](#) and share them on social media!



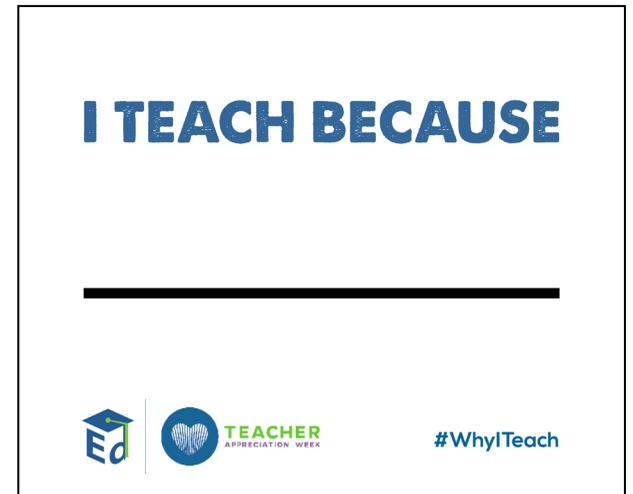
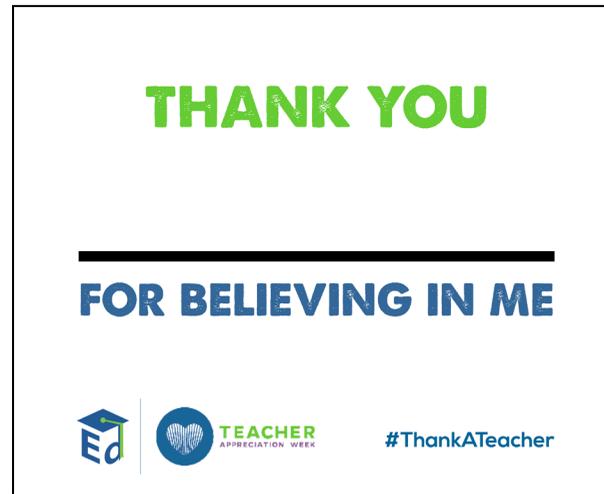
# Take A Selfie

Use the signs on the next page to share with your friends who your favorite teacher is or, if you're a teacher, why you teach.

Here are a few examples:



# Download the Signs



\*Click on the signs to download.



# Contact Information



**Looking for other ways to partner and collaborate? Don't hesitate to email us.**

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**TEACHING:**  
THE PROFESSION THAT  
LAUNCHES EVERY CAREER

