

Social Media Package for *Informing Equity*

Below you will find sample posts for Twitter, LinkedIn, and Facebook to promote *Informing Equity: Student need, spending, and resource use in Oakland's schools* released by Education Resource Strategies (ERS) and The Oakland Achieves Partnership. The social media outreach focuses on the following main themes:

- Leaders and advocates from across Oakland's education sectors came together to generate this report
- The report creates a shared "fact base" about student need and how resources are used in district-run and charter schools, to inform a community conversation about how to best serve all of Oakland's children

We ask that you include the ERS and Go Public Schools handles (@erstrategies and @GoPublicSchools) and #InformingEquity in your tweets so that we can track the engagement. You can also choose to include an image of the report's cover (attached to the email where you got this and below), to boost visibility of your posts. If you have any questions on this content, please contact Melissa Galvez of Education Research Strategies at mgalvez@erstrategies.org or Raymonde Charles of GO Public Schools Oakland at rcharles@gopublicschools.org.

Thank you for your support!

Twitter posts:

#InformingEquity creates fact base for how Oak should invest in public ed
@erstrategies @GoPublicSchools #OakEdu <http://bit.ly/2sxJR10>

Oak district & charter leaders work together; study spending, student need
@erstrategies @GoPublicSchools #OakEdu <http://bit.ly/2sMoO5F>

How do Oakland's district & charter schools compare in spending & student need?
@erstrategies @GoPublicSchools <http://bit.ly/2sxJR10>

#InformingEquity shows Oakland district & charter schools use resources differently
@erstrategies @GoPublicSchools <http://bit.ly/2sMoO5F>

How do student needs differ across schools? Data in #InformingEquity report from
@erstrategies & @GoPublicSchools bit.ly/2sxJR10

District & charters work together to share facts & talk equity for all kids @erstrategies
@GoPublicSchools #OakEdu <http://bit.ly/2sMoO5F>

LinkedIn and Facebook posts

See how Oakland's district-run and charter schools compare when it comes to student need, resource levels, and resource use: <http://bit.ly/2sxJRI0>

The new report, "Informing Equity" makes sure that #Oakland education leaders, advocates, and families have a shared set of facts to inform the conversation about equity for all kids <http://bit.ly/2sMoO5F>

Oakland takes its deepest look yet into the operations of both district and charter-run schools, showing opportunities for improvement and mutual learning across the city-wide public education ecosystem <http://bit.ly/2sxJRI0>

A new report by ERS and The Oakland Achieves Partnership informs a city-wide conversation about how to make the most of Oakland's investments in public education <http://bit.ly/2sMoO5F>

A new report by Education Resource Strategies and The Oakland Achieves Partnership looks at student need and spending at district-run and charter schools – to help address issues that both sectors face <http://bit.ly/2sxJRI0>

What happens when district and charter school leaders work together with education advocates to get the facts on student need and spending? Oakland finds out, in a new report from The Oakland Achieves Partnership and Education Resource Strategies. <http://bit.ly/2sMoO5F>