


#PrincipalPrideChi

PRINCIPALS: LEADING US FORWARD 2021

SOCIAL MEDIA TOOLKIT



William Blair



THE CHICAGO PUBLIC EDUCATION
FUND

why principals?

Despite the impact the COVID-19 pandemic has had on Chicago's schools and communities, **our principals have continued to lead us forward.** This is an exceptional reason to appreciate them.

We invite you to join this year's Principal Appreciation Campaign! It takes place every October and engages the entire community of Chicago in embracing and expressing sincere appreciation for each of its 650+ principals.



LEADING US FORWARD

In this toolkit, you'll have:

- Profile Pictures
- Facebook Covers
- Twitter Headers
- LinkedIn Banners
- Virtual Backgrounds
- Coloring Sheets
- Examples of TikToks to make

WHY?

how?

what?

Tweet A Thank You

Let's let the world know just how much we appreciate what continuously fuels and improves our schools--our principals' strength, leadership, and hard work.

Create your own message -- [click here to use one of ours](#) . Don't forget to use the hashtag **#PrincipalPrideChi** and mention the awesome principals you know!

Aa

#PrincipalPrideChi

Aa

The campaign's #PrincipalPrideChi hashtag compiles stories, pictures, artwork, and more from students, teachers, families, and communities expressing their appreciation and gratitude for principals.



#PrincipalPrideChi

have you ever taken a selfie with your principal?

YES

NO

take one today!



Post A Pic Or Two!

post it on Twitter and Facebook using the hashtag #PrincipalPrideChi

Profile Pictures



Twitter Headers



Facebook Covers

CHICAGO PRINCIPALS ARE LEADING US FORWARD.



LinkedIn Banners

CHICAGO PRINCIPALS ARE LEADING US FORWARD. #PRINCIPALPRIDECHI



*Click on this text or any image to view your options. Ready, **SET**, go!*

Virtual Backgrounds

On video calls with colleagues or principals, set your virtual background to show your pride and appreciation.

Click on each image below to access and download to your device.

Screenshot or take a picture of you and your colleagues celebrating principals and share it on social media on Twitter using the hashtag #PrincipalPrideChi



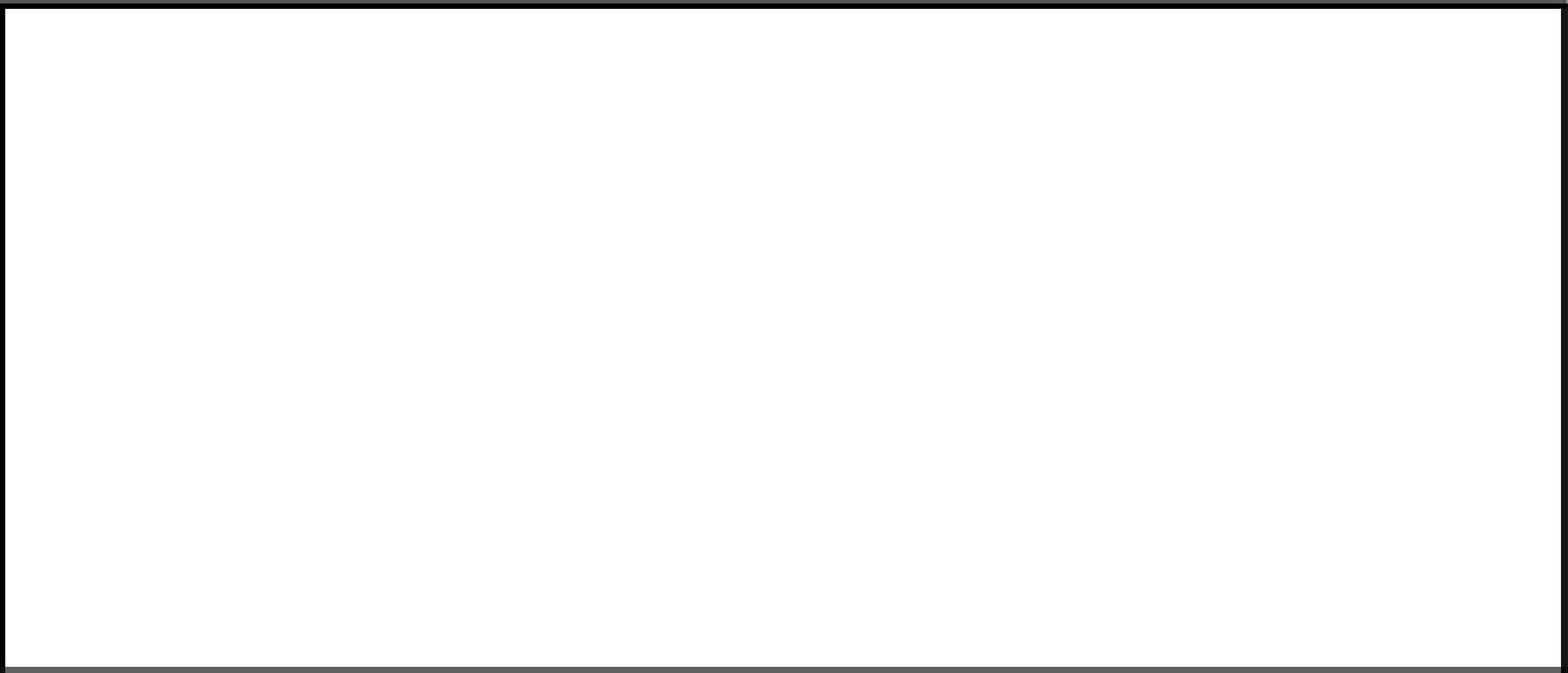
Coloring Sheets

CHICAGO
PRINCIPALS
ARE LEADING
US FORWARD!

THANK YOU
PRINCIPAL _____
PRINCIPAL'S NAME




I ♥ MY PRINCIPAL!



Use the space above to write a thank you message
or to draw a picture of you and your principal.

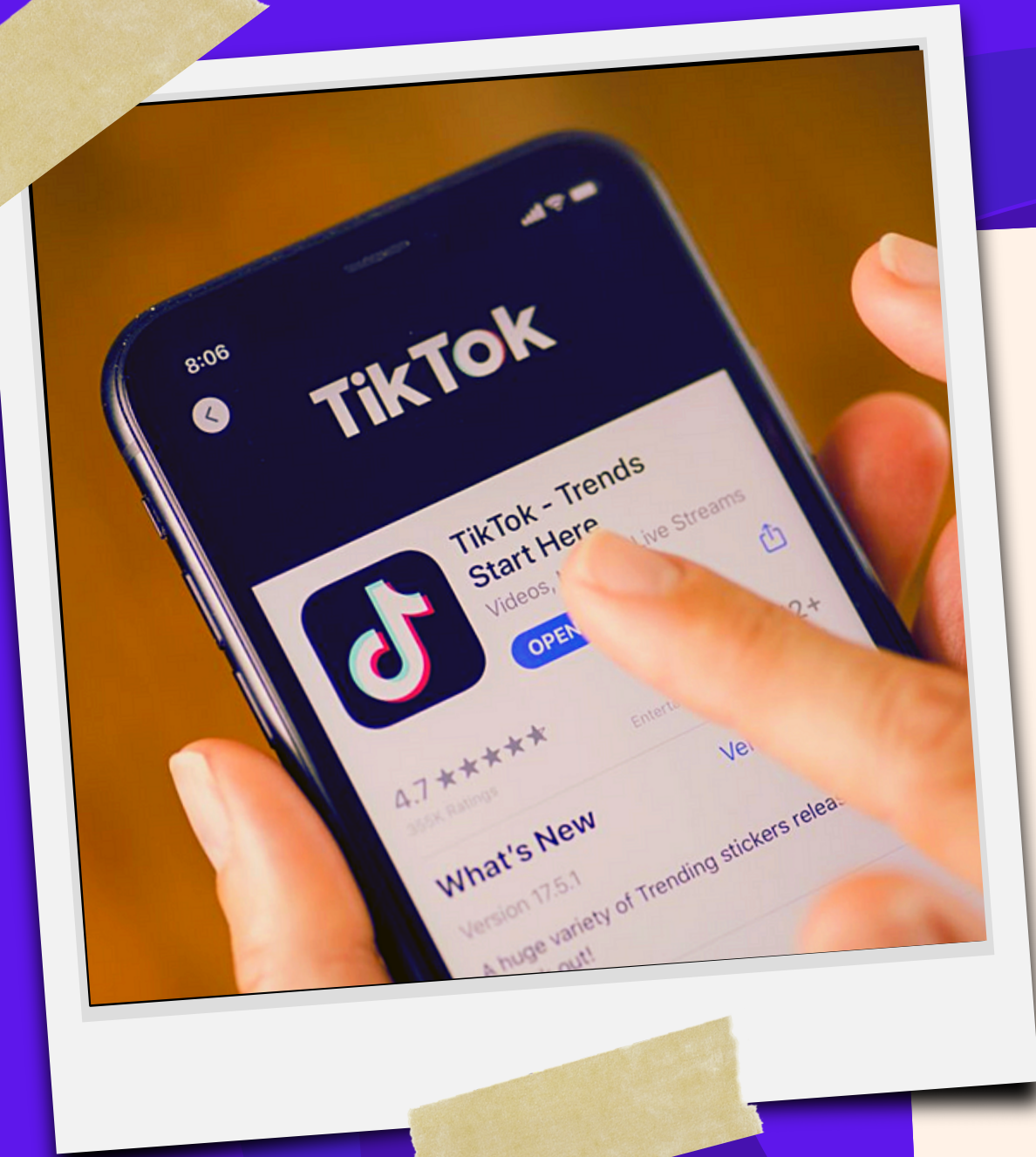
Share your picture using
[#PrincipalPrideChi](#) on Twitter or Facebook.



Click on a worksheet to view, download, print, and complete.

Take it to TikTok!

- Download the TikTok app, and make a video dedicated to principals! Here are some examples and ideas.
- Don't forget to save your video and post it on Twitter or Facebook using the hashtag #PrincipalPrideChi!



THANK YOU TO OUR CAMPAIGN PARTNERS:



FIFTH THIRD BANK

William Blair



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- Illinois Principals Association
- The Museum of Science and Industry
- Shedd Aquarium
- Blackhawks Foundation
- Illinois Network of Charter Schools

- Teach For America, Chicago NW Indiana
- Latino Policy Forum
- Fulcrum Education Solutions
- Educators for Excellence
- Teach Plus
- Umoja

- Lou Malanti's Pizza
- Flowers for Dreams
- Brown Sugar Bakery

QUESTIONS?

Contact Wayne Zhang via email at wzhang@thefundchicago.org for more information.



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