

2022 Principal Appreciation Month

#ConnectingChampions

October 2022

SOCIAL MEDIA
TOOLKIT


#PrincipalPrideChi



BMO



William Blair



FIFTH THIRD BANK

About

WHY PRINCIPALS?

In addition to leading their schools, principals bring their compassion, creativity, and connection-building to strengthen communities across Chicago. We celebrate their impact every October to say thank you for all that they do.

JOIN THIS CAMPAIGN

We invite you to us in embracing and expressing sincere appreciation for the more than 650 principals across this city.



In This Toolkit



Share your love during PAW using the hashtags #ConnectingChampions and #PrincipalPrideChi. You can also find downloadable graphics and tools below!

FACEBOOK COVERS
PROFILE PIC FRAMES
TWITTER BANNERS
VIRTUAL BACKGROUNDS

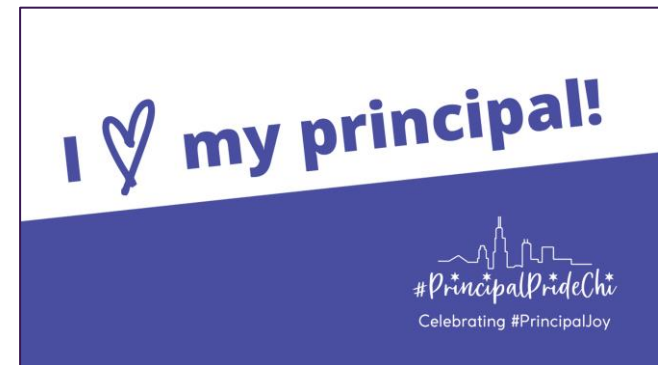
Celebrate in Style

Add a custom banner or profile photo frame to show your love during 2022 Principal Appreciation Week!

Profile Pic Frames



Social Media Banners



Spread The Word

Share your story of support on Facebook, Twitter, and LinkedIn.

Post a principal selfie

Tweet a thank you

Share a favorite memory

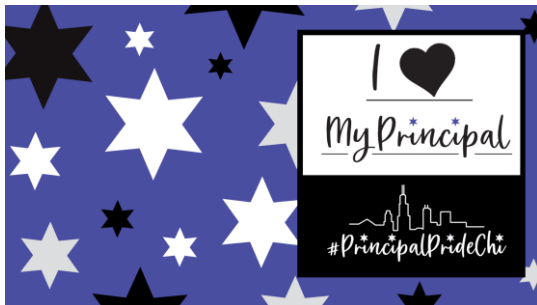


Make sure to tag The Chicago Public Education Fund and use **#ConnectingChampions** and **#PrincipalPrideChi** to join the full conversation.

Go Beyond Social

Showing your appreciation is as easy as 1– 2 – 3!

1. Change your virtual meeting background.



2. Decorate & display a fun coloring page.



3. Write a thank you note to a principal in your life.

Our Partners

Thanks to our Principal Appreciation Campaign partners!



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CHICAGO BLACKHAWKS
FOUNDATION



Questions?

Contact Tiara Goodwin at tgoodwin@thefundchicago.org for more information!



#PrincipalPrideChi

Celebrating #ConnectingChampions