

PRINCIPAL APPRECIATION MONTH | OCT 1-31 SOCIAL TOOLKIT



#PrincipalsPrideChi

Chicago Principals Are Transformational Leaders

JOIN THE CAMPAIGN

CONNECT With Us!



TheFundChicago



TheFundChicago



The Chicago Public Education Fund

USE THE HASHTAGS to highlight your favorite principals.

Share your favorite memories and photos.



#TransformationalLeadership

#PrincipalPrideChi

CELEBRATE principals all month long!

Use this social toolkit and encourage others to share.

JOIN THE CAMPAIGN

Sample Tweets

Need help sharing your appreciation? We've got you covered!

✕ Principal Appreciation Month is here! Thank you to the dedicated principals who lead our schools and communities. @thefundchicago #PrincipalPrideChi #TransformationalLeadership

Click [here](#) to tweet

✕ October is Principal Appreciation Month. Thank you, school leaders, for strengthening our communities and positively impacting the lives of students. @thefundchicago #PrincipalPrideChi #TransformationalLeadership

Click [here](#) to tweet

✕ Chicago's principals are a positive force for change in their schools, encouraging educators and inspiring students as they work together to build knowledge and skills. Thank you to our principals! @thefundchicago #PrincipalPrideChi #TransformationalLeadership

Click [here](#) to tweet

✕ Happy Principal Appreciation Month! Although you are honored nationally every October, we see and appreciate you daily in our schools and communities.

@thefundchicago #PrincipalPrideChi #TransformationalLeadership

Click [here](#) to tweet










JOIN THE CAMPAIGN

Calling All Educators!

Share your highlights with us. We'll follow along with
#TransformationalLeadership




-  I admire [PRINCIPAL] [TELL US WHY].
-  My principal inspires me [TELL US HOW].
-  School leadership matters [EXPLAIN WHY].
-  The most important lesson [PRINCIPAL] taught me [EXPLAIN WHAT].
-  [PRINCIPAL] is [DESCRIPTION], [DESCRIPTION], and [DESCRIPTION].
Ex: Principal Jones is innovative, passionate, and determined.
-  [PRINCIPAL] is a great leader [TELL US WHY].
-  A transformational leader is [EXPLAIN WHAT].

JOIN THE CAMPAIGN

Ways to Get Involved!



-  Share four tweets during the month of October using **#TransformationalLeadership**.
-  Share photos or videos online using **#TransformationalLeadership**.
-  Write a special note to a principal.
-  Take a selfie with your principal and post it using **#TransformationalLeadership**.
-  Update your social banners. We've created graphics just for you!
-  Encourage friends and family to join the campaign!
-  Read and share The Fund's case studies on equity-focused innovation in Chicago's public schools.
-  Create a short video thanking your favorite principal!
-  Tag a friend and invite them to join the #PrincipalPrideChi campaign.

JOIN THE CAMPAIGN

Update Your Social Banners
We've created graphics just for you.

X Banner (Purple)



X Banner (White)



LinkedIn Banner (White)



LinkedIn Banner (Black)



****Facebook Banners are available [here](#).***

OUR PARTNERS

Thanks to our Principal Appreciation Campaign Partners

