



SOCIAL MEDIA TOOLKIT

National Summer Learning Week

July 14-18, 2025

National Summer Learning Association Social Media Accounts

Please tag NSLA using the following handles:

- Facebook: [@National Summer Learning Association](#)
- Instagram: [@smartersummers](#)
- X (Twitter): [@summerlearning](#)
- LinkedIn: [@National Summer Learning Association](#)

Hashtags: #SummerLearningWeek #SummerLearning

[Download graphics here](#)

About National Summer Learning Week: National Summer Learning Week, led by the National Summer Learning Association (NSLA), is a nationwide celebration that elevates the importance of summer learning in keeping kids engaged, safe, and healthy during the summer months. Held annually in July, this week shines a spotlight on the vital role high-quality summer programs play in supporting student success and closing the opportunity gap.

Summer Learning Week brings together summer programs, educators, community leaders, and policymakers to help communities raise awareness about the importance of summer learning and celebrate the programs making a difference.

Throughout the week, we highlight five unique themes:


- Literacy & Learning
- Arts
- Wellness, Health, & Sports
- STEM (science, technology, engineering, and math)
- Community & Leadership

Social Media Blurbs to Share Leading Up to National Summer Learning Week:


Feel free to update your copy with organization-specific information and post across social channels

 Mark your calendars: **National Summer Learning Week is July 14–18!**

We're celebrating with five fun-filled themes that support learning, creativity, and connection all summer long:

 Literacy & Learning

 Arts

 Wellness, Health & Sports

 STEM

 Community & Leadership

Let's make this summer a season of growth! Explore resources & ways to get involved:

<https://bit.ly/4mJkWKm>

#SummerLearningWeek #HealthySafeStrong #KeepKidsLearning

We're excited to celebrate National #SummerLearningWeek this July 14–18, 2025! The week-long celebration dedicated to the importance of summer learning! What do you have planned?

Learn more and get involved: <https://bit.ly/4mJkWKm>

#SummerLearningWeek #KeepKidsLearning #NSLA #FreeResources

National Summer Learning Week is almost here! Join us July 14–18 as we celebrate the power of summer learning across five exciting themes:

- Literacy & Learning

- Arts

- Wellness, Health & Sports

- STEM

- Community & Leadership

Let's work together to keep kids safe, healthy, and school-ready!

Explore resources & ways to get involved: <https://bit.ly/4mJkWKm>

#SummerLearningWeek #KeepKidsLearning #SummerMatters

We're proud to support **National Summer Learning Week July 14–18, 2025**, a nationwide celebration of programs and partners working to keep kids learning, safe, and thriving all summer long. Explore resources & ways to get involved: <https://bit.ly/4mJkWKm>

#SummerLearningWeek #KeepKidsLearning #SummerMatters

Join us to celebrate #SummerLearningWeek! The National Summer Learning Association has tools to engage your community in your summer program! Get involved: <https://bit.ly/4mJkWKm>
#KeepKidsLearning #NSLA #SummerLearning @summerlearning #SummerLearningWeek

Sample copy to share your resources during National Summer Learning Week:

We're proud to support **National Summer Learning Week** July 14–18, 2025!

This week shines a spotlight on the power of summer learning, and we're excited to share our own summer [\[programs/resources/events\]!](#)

Visit: [add the link to your resource here](#)

#SummerLearningWeek #KeepKidsLearning


We're joining the national celebration of **#SummerLearningWeek** from **July 14–18!**

At [\[Partner Name\]](#), we believe every child deserves a summer filled with learning, creativity, and connection.

This week, we'll be highlighting our own summer resources and activities that align with this year's themes:

 Literacy & Learning

 Arts

 Health & Wellness

 STEM

 Community & Leadership

Follow along and check out what we're offering this summer! [Add the link to your resource here](#)

#KeepKidsLearning #SummerMatters #SummerLearningWeek

We're excited to support **National Summer Learning Week (July 14–18, 2025)**—a week dedicated to elevating the importance of summer learning for all children. At [\[Organization Name\]](#), we're proud to offer [\[describe resource, program, or initiative\]](#) [Add the link to your resource here](#)

#SummerLearningWeek #KeepKidsLearning #SummerMatters

Happy #SummerLearningWeek! We encourage fellow organizations, educators, and community leaders to join us and share their summer learning resources and tag #SummerLearningWeek.

Let's give kids an amazing summer!

#KeepKidsLearning #SummerPrograms #YouthSuccess

Proclaim Summer Learning Week in Your Community

Proclaim Summer Learning Week in your community and show how essential summer learning is in closing the opportunity gap in America.

STEP 1: Share this sample proclamation language with your mayor, governor, or local elected official. Recommend a day, week, or even a month-long celebration. National Summer Learning Week is taking place from July 14-18.

STEP 2: If you have not heard from your local leader's office within two weeks, reach out to them again and share resources found on the National Summer Learning Association's (NSLA) website to show the importance of summer learning.

STEP 3: Once proclaimed, celebrate on Twitter with the two hashtags #SummerLearningWeek and #Proclamation to let us know your community is part of the celebration!

You can find the sample proclamation language on the following page.

SAMPLE PROCLAMATION FOR SUMMER LEARNING WEEK

High-quality summer learning and enrichment opportunities are more important than ever in 2025. The summer months provide a great opportunity to help all kids bounce back, catch up and propel forward into the next school year.

Whereas: Summer Learning Week is a time to reflect on the importance of keeping youth learning, safe, and healthy every summer, ensuring they return to school in the fall ready to succeed in the year ahead; and

Whereas: There is still a role for summer youth employment programs to engage older youth. Whether virtual or in-person, with the support of business and community leaders, our youth can learn, gain real world experience, contribute to their community and economy, and experience safer environments through summer jobs, internships, and/or volunteering opportunities; and

Whereas: The largest-ever summer learning study conducted by the RAND Corporation found that it was clear that low-income students experienced more setbacks over the summer compared to their wealthier peers; and

Whereas: Summer learning programs are proven to maintain and advance students' academic and social/emotional growth, keep children safe and healthy during the summer, and send young people back to school ready to learn; and

Whereas: A wide array of public agencies, community-based organizations, schools, libraries, museums, recreation centers, camps, and businesses in our community contribute to the wellbeing of youth through summer programming; and

Whereas: Summer learning is a critical component of our collective effort to ensure all students graduate from high school prepared for college, careers, and life;

Now, therefore, I, **First and Last Name**, do hereby proclaim July 14-18 as SUMMER LEARNING WEEK in **Name of Location**, and do commend this observance to all of our citizens.