

DISCOVERSUMMER.ORG  
APRIL - SEPTEMBER 2023



# social media tool kit



By promoting [discoversummer.org](https://discoversummer.org) on your social media channels, you will play a key role in our collective efforts to close the summer learning gap. Social media graphics are attached to this email!



@smartersummers



@summerlearning



@smartersummers

## 2023 Discover Summer Communications Kit

Dear NSLA Partner,

Thank you for your support in helping us to raise national awareness of **Discover Summer**, an online resource that makes it easy for families to search for programs near them and gain tips on how to engage their child in fun summer learning.

Created by National Summer Learning Association (NSLA), and powered by InPlay, Discover Summer's search engine is now twice as large, featuring over 50,000 out-of-school-time programs in all 50 U.S. states, making it easy for families to find affordable summer programs, summer meals, parent tips and a sea of resources to keep kids learning, earning, safe and healthy this season.

The purpose of the 2023 Discover Summer Communications Kit is to empower you and your staff with communications messaging and tools you can use to:

1. Share on social media
2. Post on parent resource web pages
3. Share in your newsletter and/or website

Thank you for your partnership in helping to connect more families with high-quality summer learning programs.

Sincerely,

National Summer Learning Association

## Email messaging for parents and guardians

### **Proposed subject line: Discover summer programs in your community!**

Parents/Caregivers,

Summer is the perfect time to prepare your children for a successful school year ahead! Please visit [DiscoverSummer.org](http://DiscoverSummer.org), National Summer Learning's (NSLA) free online summer program search engine and resource. Designed specifically for families, Discover Summer has been recently updated and now features over 50,000 out-of-school-time programs in all 50 U.S. states.

NSLA created Discover Summer to help families discover:

- Summer programs in your local community
- Summer resources from leading youth organizations
- Our free downloadable family guide loaded with helpful information
- Fun tips to help you spread the joy of summer learning

Visit [www.discoversummer.org](http://www.discoversummer.org) for more information.

## **Copy for Home Pages and Parent Resource Pages**

Summer is around the corner! Please visit [Discover Summer.org](http://DiscoverSummer.org), the free summer learning resource for families from our friends at National Summer Learning Association (NSLA).

NSLA created Discover Summer to help families discover:

- Summer programs in your local community
- Summer resources from leading youth organizations
- A free downloadable family guide loaded with helpful information
- Fun tips to help you spread the joy of summer learning

Help your child discover the joy in the arts, wellness, STEM, the outdoors, and reading and math skills. Visit [www.discoversummer.org](http://www.discoversummer.org) for more information.

## **Messaging for Teachers and Staff**

**Subject: Help families discover the joy of summer!**

Due to the COVID-19 pandemic, McKinsey & Company study finds that students were on average four months behind in math and three months behind in reading by the start of the 2021-22 school year.

In response to this challenge, National Summer Learning Association (NSLA) created DiscoverSummer.org, an online resource that makes it easy for families to search for programs near them and provides tips on how to engage their child in fun summer learning.

Powered by InPlay, DiscoverSummer's search engine features over 50,000 out-of-school-time programs in all 50 U.S states.

Please spread the word and encourage families to visit DiscoverSummer.org. Together, we can expand opportunity to ensure that all families, regardless of where they live, can discover the joy of summer!

# Social Media Messaging

## Hashtags

#DiscoverSummer #SummerLearning

## Social media post 1

Families, find summer programs near you at DiscoverSummer.org from the National Summer Learning Association. Discover summer programs, mentors, meals, and more by entering your zip code! #DiscoverSummer #SummerLearning

## Social media post 2

Finding a safe and affordable summer program for your child shouldn't be a struggle. NSLA created discoversummer.org the online resource makes it easy for families to search for summer programs in their community, and other helpful resources. #SummerLearning #DiscoverSummer

## Social media post 3

It is vital for all kids to keep learning over the summer. DiscoverSummer.org has learning Ideas for Home and in Your Community. Tap into the power of summer learning and help kids thrive in school, and in life. #SummerLearning #DiscoverSummer

## Twitter Post 1

Now is the time to discover the joy of summer. Visit discoversummer.org from @summerlearning to search summer programs near you and summer learning tips. Discover the joy of STEM, the outdoors, arts, and wellness #SummerLearning #DiscoverSummer

## Twitter Post 2

Families, finding a safe affordable summer program for your child shouldn't be a struggle. #DiscoverSummer by @summerlearning makes it easier. Visit DiscoverSummer.org to find programs by zip code, plus summer tips and resources. #DiscoverSummer #SummerLearning

## Twitter Post 3

Discover the Awesome Power of Summer Learning! At least 5 to 6 weeks of attendance by elementary school students in voluntary summer programs improves math and reading skills. Learn more facts at Discover Summer's [infographic page](#), brought to you by The National Summer Learning Association. #SummerLearning #DiscoverSummer

**[DiscoverSummer.org graphics can be found at summerlearning.org/discoversummer](https://summerlearning.org/discoversummer)**