

# Story Starters

## PROMOTE POSITIVITY

- Shoutout someone at your school for something they have achieved.
- Say why you are proud to be a student at your school district, or what makes it unique.
- Promote interesting projects or upcoming events you are excited about.
- Thank an educator, student, or community member for making a positive impact.

## WEEKDAY THEMES

### Monday

#MotivationMonday #MagicMonday

### Tuesday

#TriviaTuesday #TuesdayTips

### Wednesday

#WhoKnew, #WeSeeYouWednesday

### Thursday

#ThrowbackThursday #ThankfulThursday

### Friday

#FunFriday #FactFriday #FridayFeeling

## ATHLETICS AND ACTIVITIES

- Promote upcoming events.
- Updates during competition.
  - Scores
  - Individual performance updates
  - Highlights
- Spotlight individuals.
- Take a unique angle for a story about the team or group.

\*See Page 2 for More Competition Guidelines

## EDUCATIONAL CONTENT

- Showcase big projects in classes.
- Promote positivity and encouragement around testing.
- Highlight a teacher who takes a creative approach to content.
- Highlight a student who has a passion and a plan for their educational success.
- Recognize success in the classroom.

## TAKE A UNIQUE ANGLE

- Tell your story using one of the latest positive social media trends.
- Dig deeper. Look for stories others typically don't tell.
- Take a large topic and create a series of small posts about it.
- Find a new point of view.