

# Sample Celebrate CSW Social Media Posts

## Catholic Schools Week 2021 Social Media for Catholic Schools



SOCIAL MEDIA IS AN INTEGRAL PART of any schools' outward presence, especially during National Catholic Schools Week (CSW)! The stories you share are amplified by social media reach, creating an ideal method of spreading the good news of Catholic education. Research shows that social media chatter about Catholic education peaks during CSW.

Whether it's by posting a daily message, picture or video, share what your school has to offer to the community. What are you celebrating? How are you celebrating? With whom are you celebrating? Take a selfie with the parish priest, student body or faculty members. Express why your school is thankful to be celebrating CSW.

*Pro Tip: Use pictures or video in all of your posts – not only does it increase engagement, it's a great way for others to visualize how you are celebrating.*

Don't forget to tag National Catholic Educational Association on Facebook and @NCEATalk on Twitter. And finally, be sure to use #CSW2021 in every posting!

Here are some suggestions for posts through the week:

### Sunday: Celebrating Your Parish

- Today at <Insert School Name> we celebrated our Parish by devoting a Mass to Catholic education! [Our students represented us by wearing their uniforms to mass and thanked the parishioners for their support.] #CSW2021
- We kicked off Catholic Schools Week with a Children's Mass on Sunday morning. It's such a joy to celebrate with our church parishioners, too! Our school choir sang and students participated in the Liturgy of the Word and brought up the gifts. #CSW2021

### Monday: Celebrating Your Community

- <Insert School Name> Celebrated our Community with a school-wide service project. [Students collected gifts for the homeless and packed "Caring Car Packs" with the items. The packs are being sold all week to distribute to homeless across our area. The money raised from the packs will be donated to a local food bank.] #CSW2021.
- On Monday, students from <Insert School Name> spent time volunteering at the [Feed My People Food Bank] as part of Catholic Schools Week! It was a great way for the students to display the importance of serving in our community! #CSW2021

### Tuesday: Celebrating Your Students

- Happy Student Appreciation Day! Without our children—the heart of <Insert School Name>—where would we be? Our students got to wear their PJs to school, enjoyed a movie and popcorn in class, and zero homework! What a terrific way to wrap up Catholic Schools Week. #CSW2021
- In honor of Celebrating our Students, <Insert Student Name> is the honorary principal for the day! I wonder what rules [he/she] will implement for [his/her] fellow students? #CSW2021

### Wednesday: Celebrating the Nation

- So many teachers, parents and alumni of <Insert School Name> are products of Catholic education themselves! This week we've been asking everyone to share pictures of their Catholic school days and celebrate their Catholic school spirit during #CSW2021.
- Our students wrote letters to their State Representatives explaining what Catholic schools mean to them and why it's important. #CSW2021.



#### **Thursday: Celebrating Vocations**

- We celebrated Vocations today by inviting our school priest to concelebrate our school Mass. #CSW2021
- Celebrate future vocations! Our students dressed up for their future careers. #CSW2021
- Hear from Sisters & Fathers who will be speaking with <Insert School Name> students during #CSW2021 about their calling to serve.

#### **Friday: Celebrating Faculty, Staff and Volunteers**

- Students and parents came to school today with an abundance of sweet blessings for our teachers and staff! Catholic schools make a difference in the lives of so many! Thank you for your kindness - it has been a GREAT week. #CSW2021
- <Insert School Name> teachers dress like students, students dress like teachers for #CSW2021.
- How do we thank our amazing faculty and staff? Donuts and coffee. #CSW2021

#### **Saturday: Celebrating Families**

- <Insert School Name> was very excited to share a math warm-up task with parents during open classrooms. #CSW2021
- Welcoming new families to our school and community during #CSW2021!
- Thanks to all of the supportive Parents and Grandparents who joined us for our special assembly last week! #CSW2021

#### **Generic**

- Happy Catholic Schools Week from <Insert School Name and location>! We love our school and faith! #CSW2021
- For Catholic Schools Week, <Insert School Name> is celebrating our <Insert Daily Theme> [if conducting an activity, describe here] #CSW2021
- <Insert School Name> is celebrating #CSW2021 - we are thankful for our Parish, Community, Students, Nation, Vocations, Faculty, Staff and Volunteers!