DIGITAL CAMPAIGN TOOLKIT
FOR COMMUNITY PARTNERS
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HOW TO USE THIS TOOLKIT

At Achieve Palm Beach County, we believe that it’s up to all of us to ensure the success of our students. And just as we all share in that responsibility, we can all play a part in the celebration of their success. That’s why we created Palm Beach County Commencement Week, from May 25-29, 2020.

This is a crowd-sourced digital campaign, powered by the pride of Palm Beach County. The more our community partners do to honor graduates online, the bigger this campaign will be, so we’ve created this toolkit to make it easy for everyone. You’re free to use as many or as few of these ideas and templates, and to find your own unique way to celebrate the Class of 2020.

Here are some tips to help you get the most out of this digital toolkit:

- Use the sample social media captions as inspiration for posts on Facebook, Instagram, Twitter and LinkedIn. Remember to post to your company and personal profiles if you can, and change up the language as needed.
- Use the sample email to craft a message to your subscriber list, telling them how you’re celebrating PBC Commencement Week and inviting them to join in.
- Download our social media graphics (or make your own) for an easy way to plan your posts throughout the week.
- Use any of the ideas from our "10 Ways to Celebrate" list to add a special touch to your own efforts, or to inspire your own innovative ideas.

Thank you for all you do to support the students of Palm Beach County. Together, we can still #AchievePBC!
10 WAYS TO CELEBRATE

01 USE SOCIAL MEDIA HASHTAGS
Use the hashtags #PBCgraduates and #AchievePBC on your social media pages each day during the week.

02 EMAIL YOUR SUBSCRIBERS
Send an email about PBC Commencement Week to your email subscribers and ask them to participate in the campaign.

03 KEEP IN TOUCH WITH GRADS
Send an email or text message to the graduates you work with, to tell them how proud you are of their achievement.

04 PROMOTE IT ON YOUR WEBSITE
Publish a blog post on your website, encouraging your clients and stakeholders to celebrate graduating seniors and participate in the PBC Commencement Week campaign.

05 GET YOUR TEAM MEMBERS INVOLVED
Ask your team members to publish a post on their personal profiles congratulating the Class of 2020 at your local high school or at their PBC alma mater.
SHARE A COMMENCEMENT ADDRESS VIDEO

Have your organization's top executive record a brief commencement address (90 seconds to 2 minutes) and post it to your website or social media page.

HOST A VIRTUAL GRAD PARTY

Host a virtual grad party on Zoom, Google Hangouts, Facebook Live or Instagram Live and invite the graduates you serve or those in your local community.

GET NOSTALGIC WITH FLASHBACK FRIDAY

Post "then and now" photos of your graduates on Friday, May 29 and include the hashtags #flashbackfriday and #PBCgraduates.

FEATURE SENIOR SPOTLIGHTS

Designate a particular day on social media or a portion of your website for Senior Spotlights. With permission, share photos of your graduates, along with a few details, such as their post-high school plans, career aspirations, or special recognition they've received in their senior year.

SEND A PERSONAL NOTE

Send your graduates a handwritten note to congratulate them on their achievement and wish them luck in the future.
SAMPLE SOCIAL MEDIA CAPTIONS

High school ceremonies will be virtual this year, but that won’t stop us from honoring the Class of 2020. We’re proud to celebrate the very first Palm Beach County Commencement Week, from May 25-29! Get details at AchievePBC.org/pbcgraduates. #AchievePBC #PBCgraduates

Congrats to the graduating seniors at [insert school name]! You may not be getting the commencement ceremony you imagined, but thousands of people are celebrating your accomplishment. YOU DID IT!!! #AchievePBC #PBCgraduates

These aren’t ordinary times. Neither is your achievement. Congrats to the Class of 2020! #AchievePBC #PBCgraduates

“The best way to predict your future is to create it.” — Abraham Lincoln
Cheers to the graduating seniors at [insert school/organization name]. The future is bright for each one of them! #AchievePBC #PBCgraduates

It’s Palm Beach County Commencement Week and we want to celebrate our favorite high school grads all week long. Like this post and tag your favorite graduating senior in the comments! #AchievePBC #PBCgraduates

The Class of 2020 has worked hard to reach the high school finish line, so we’re honoring them with the first ever Palm Beach County Commencement Week! Help us celebrate them online, May 25-29. #AchievePBC #PBCgraduates
Dear Friend:

Students all across the world are ending the academic year far differently than they imagined. For many in the graduating Class of 2020, the difference between what they expected and what they're experiencing is a source of disappointment and uncertainty.

Graduation ceremonies have gone virtual this year, so our partners at Achieve Palm Beach County are working with the School District of Palm Beach County to make this a special time for our grads.

They've invited us to join them in the first ever Palm Beach County Commencement Week, from May 25-29, and we're asking you to join us, as well.

It's easy and fun. Just use the hashtag #PBCgraduates whenever you share a message online to recognize your favorite graduates, school or the entire class of 2020. You can even download special social media graphics from Achieve Palm Beach County's website, www.AchievePBC.org/PBCgraduates.

We'll be sharing a few special messages on our social media page, and letting our grads know we care about them by [insert activity here]. We hope you'll support us in celebrating their achievement.
OTHER RESOURCES

Achieve Palm Beach County

• **PBC Commencement Week Press Release & Social Media Graphics:**
  www.AchievePBC.org/PBCgraduates

School District of Palm Beach County

• **Coronavirus Updates:** www.palmbeacheschools.org/coronavirus
• **2020 Graduation:** www.palmbeacheschools.org/graduation2020
• **Distance Learning Information & Resources:**
  www.palmbeacheschools.org/students_parents/digital_learning

Community Services & Resources

• **211 Helpline / Palm Beach County Emergency Information:**
  https://211palmbeach.org/emergency-palmbeach

• **COVID-19 Response Fund for Palm Beach County:**
  https://unitedwaypbc.org/coronavirus/

• **Palm Beach County Hunger Relief Efforts:** https://unitedwaypbc.org/hunger/

• **COVID-19 Relief & Recovery Grant:** https://unitedwaypbc.org/nonprofit-resources/