

# NATIONAL GEAR UP WEEK 2023



**GEAR UP** SOUTHERN  
WEST VIRGINIA  
CONCORD • NEW RIVER CTC

## SEPT. 25-29

National GEAR UP Week is an opportunity for you to raise awareness in your community about the positive impact GEAR UP is having locally. It's a time to engage all your stakeholders - local, state and federal elected officials; funders; partners; and media to share your program's mission, and accomplishments and to get them more involved with your services to students and families. Commemorate your hard work and the progress our students are making towards achieving their life-long dream of going to college!

Remember to share your events on social media and with GEAR UP staff so we can help celebrate around the state (and country)! Be sure to tag GEAR UP SWV and use these hashtags on social media: #GEARUPworks and #IamGEARUP



@gearupswv



@GEARUPSWV



GEAR UP SWV

#GEARUPWORKS

#GEARUPSWV

#IAMGEARUP

[concord.edu/gearup](http://concord.edu/gearup)

National GEAR UP Week



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# GEAR UP WEEK **2023**

**SEPT. 25-29**

**Monday**

**Policy-  
makers**

**Tuesday**

**Students**

**Wednesday**

**Alumni**

**Thursday**

**Families**

**Friday**

**Educators**



## WHO IS THE AUDIENCE?

- Middle school students (7th and 8th graders)
- Families
- Educational professionals
- Policymakers
- Local and national GEAR UP partners

### Audience 1: GEAR UP SWV Students

GEAR UP Southern West Virginia (SWV) is a program that will help you achieve your long-term professional goals. GEAR UP SWV will help you graduate from high school and find resources to pay for college. The program ensures you take the classes you need to complete before applying to college or training after graduation. We are here to help you carve out a path to your big dreams.

### Audience 2: GEAR UP SWV Parents/Guardians

GEAR UP Southern West Virginia (SWV) is a program that will help you to support your child's dreams and professional goals. GEAR UP SWV provides free programs that make learning fun, and information about ways to pay for college. The program helps your student to graduate from high school and succeed in college.

### Audience 3: GEAR UP SWV Teachers (Influencer)

GEAR UP Southern (SWV) is a program that supports your work as a teacher. GEAR UP SWV supports your work by providing teachers with free professional development and support in the classroom. The program works to ensure your students graduate from high school and succeed in college, with input from you.

**Social Media:** This is a great way to stay connected to students and share out information

**Media Advisory:** This template is to notify media outlets in your area to cover the event you are hosting.

**News Release:** This template will help you create some "buzz" about your event. You can send it out before or after the event takes place, just make sure you edit it accordingly!

**Photo Op Flyers/Signs:** The flyers can be printed and shared with GEAR UP SWV supporters and shared on social media.

**Thank You Cards to Congress:** Thank your United States Senators and Representatives for supporting GEAR UP and other programs with an oversized card or individual letters.

**2023 National GEAR UP  
Week Theme:  
The Faces of GEAR UP  
(VIDEO CHALLENGE)**



## Establishing a Presence on Social Media

**Commit.** If you are going to establish a presence for your school on a social network like Facebook or Twitter, someone will need to post regularly. A Facebook page that has been ignored for months can look even worse than no social media presence at all. Even quick, casual photos can be enough to keep your account active.

**Address social media posts in your enrollment contract.** Most schools already include a media release in their welcome packets that allow for the use of pictures, likenesses, and art created by students. This release should include a social media provision if you plan to use student images on your social networks. If some families don't want pictures of their child used online, make sure that your social media account manager or anyone sharing images with GEAR UP SWV or on any social platform is aware of these restrictions.

**Encourage online involvement.** The quickest way to build your social media presence is to connect with current and former students and staff. Start by asking students, parents and teachers to "Like" your school's page on Facebook and setting up an alumni page for your graduates to reconnect.

**Engage your community.** Social networks are designed for connecting, which means that active participation will lead to better results for your school. Be sure to check out what other schools and organizations are doing for ideas and liking, commenting and sharing education-related news articles, blogs and even valuable posts from competing schools.

**Use images.** Social network posts based on photos or videos get more clicks and shares than posts with just text.

**Keep your branding/messaging consistent across online platforms.** Your social posts should include a link to relevant information on your website that engages users through official channels. This also makes sure that those who find your website first can see your community in action on social media.

**With so many social media platforms at our fingertips, it may be difficult to know which one(s) to choose. The basic premise of all social media sites is to post, view and share content while interacting with other users. Although their purposes may be similar, these popular social media sites are best suited for the following uses:**

- **Instagram:** Post pictures and short clips of your classroom ideas while browsing specific content via hashtags and following others who share your interests.
- **Facebook:** Dialogue with other users by joining Facebook groups and sharing content – such as articles, videos and pictures – with your own personal network.
- **X (Formerly Twitter):** Stay up-to-date on the latest trends and ideas in education by browsing and posting brief snippets of inspiration or information with others.
- **YouTube:** Post and browse original videos, such as model lessons or video tutorials, which can be archived and viewed on your personal channel.
- **Pinterest:** Browse, share and save visual images that can then be categorized in user-created "boards." Create and design content to add to your social media.

# More Social Media Activities



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**Two words: Throwback Thursday!** Use this day to post pictures of school staff from when they were in college. Have staff members wear college gear and snap pictures for your school's social media. Post throwback tunes of a song that was popular when school staff were in college.

**Celebrate all of the wonderful people who are part of your local and school communities.** Take time to highlight teachers, have students interview local businesses who have worked with you during the year, and more! Post to all your social media outlets!

**Have a "show and tell" for students.** The students can reach out to a college of their choice and request materials. They can open the materials and share out what information they received on social media.

**Remember to include the parents or guardians in your outreach!** Have your students interview their parents or guardians and ask them to post their pictures and their responses on social media.

**Create a video competition and ask your students to make videos on why college matters.** Also, have students tag GEAR UP SWV in videos talking about why and how GEAR UP works.

**Participate in the #IamGEARUP campaign and ask your students to write letters to their future-selves about what they hope to achieve in school, college and beyond and then posting it to social media.**

**On Friday, use social media to post the highlights of National GEAR UP Week and encourage your stakeholders to stay connected with you throughout the year.**