



DCPS Adopt-a-School: Ways to Share Your Partnership Success

Adopt-a-School Partnerships collaborate to accomplish meaningful service for students and we encourage you all to share the impact of those efforts. Use the following guide as a resource when you are considering ways to spread the word about the successes within your partnership.

Inform the School Community

As your staff works to provide these partnership opportunities to the school, it is important that you keep your community informed. Suggested strategies include:

- Highlight partnership engagements in school newsletters, community listservs, blogs, etc.
- Post fliers in the school and send messages home
- Inform the school's PTA/PTO and other community groups
- Invite key stakeholders to relevant events
- Promote from school social media accounts

Inform DC Public Schools

Surveys

Throughout the school year you will be prompted to complete brief surveys to gather your feedback and assess your satisfaction with your partnership. These surveys will also be a place to highlight key successes in your partnership and promote any up-coming events. We are committed to providing increased visibility for schools that are maximizing these partnerships. Program members are strongly encouraged to complete these surveys to help the School Partnerships Team better support you. Any additional updates may be sent to adoptaschool@dc.gov so we can celebrate your good work.

Social Media

Social Media is an easy and effective way to let a range of DCPS and city-wide stakeholders know about the great work happening at your school. Commit to always tweet or post your Adopt-a-School activities! Be sure to also notify the School Partnerships Team before the event occurs. In some occasions, we may be able to increase the support for and attention to the event.

- **Twitter**—tweet [@DCPSpartners](https://twitter.com/DCPSpartners) and [@DCPublicSchools](https://twitter.com/DCPublicSchools) and tag [#DCPSadoptaschool](https://twitter.com/DCPSadoptaschool). There are over 35,000 followers for these two accounts ranging from parents to the Chancellor and more!
- **Instagram**—tag [@DCPublicSchools](https://www.instagram.com/DCPublicSchools) in any Instagram posts
- **Facebook**—tag [@DCPublicSchools](https://www.facebook.com/DCPublicSchools) in your post if using your public school page.

Media and Press

If the school hosts an event or activity that may attract media coverage, please contact the DCPS Press Secretary, michelle.lerner@dc.gov, for guidance and assistance in promoting your event.