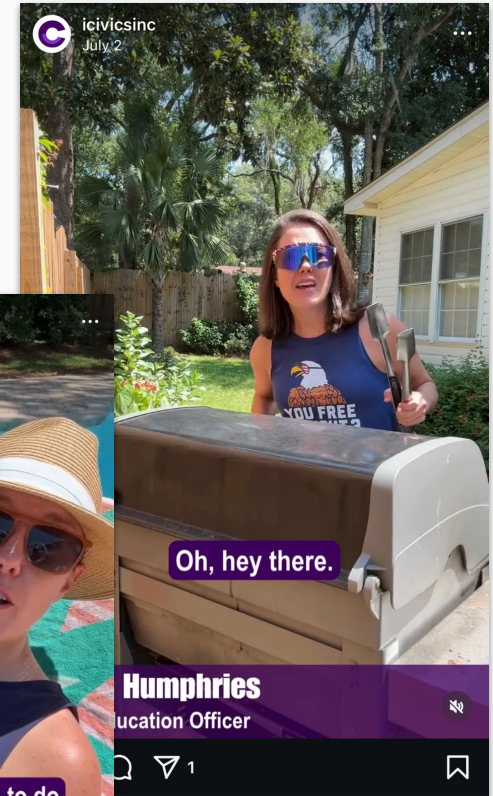
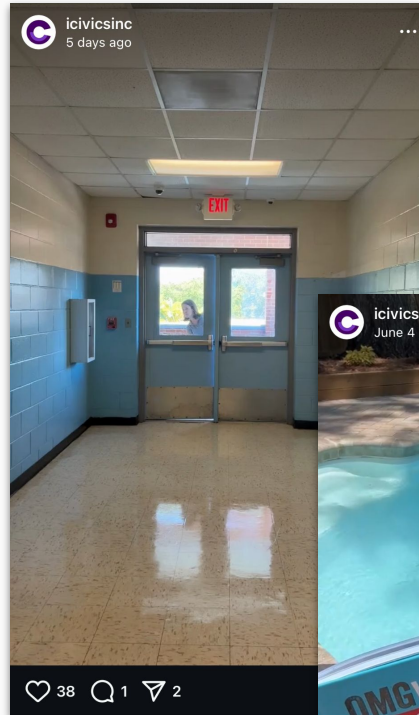


# Social Media Examples



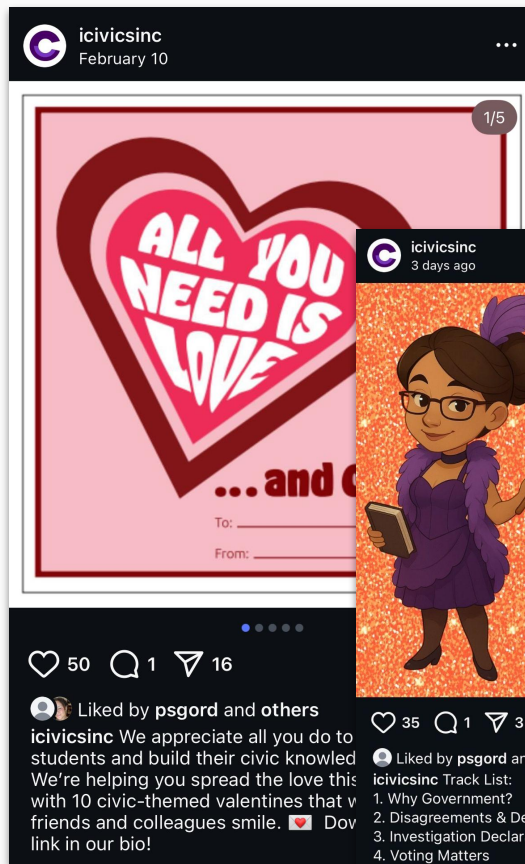
# Educator Encouragement video series

- Wrote scripts and basic stage directions
- Edited the videos, adding transitions, music, lower-thirds, etc.
- High performing videos:
  - [Back to School](#)
  - [Fourth of July](#)
  - [Summer Break](#)



# Topical/Trendy sample posts

- Capitalized on timely events, new research, and pop culture trends
- Developed the concepts, designed the graphics (or provided direction for our designer), and wrote the captions
- Sample posts:
  - [The Life of an iCivics Educator](#)
  - [Research](#)
  - [Valentine's Day](#)

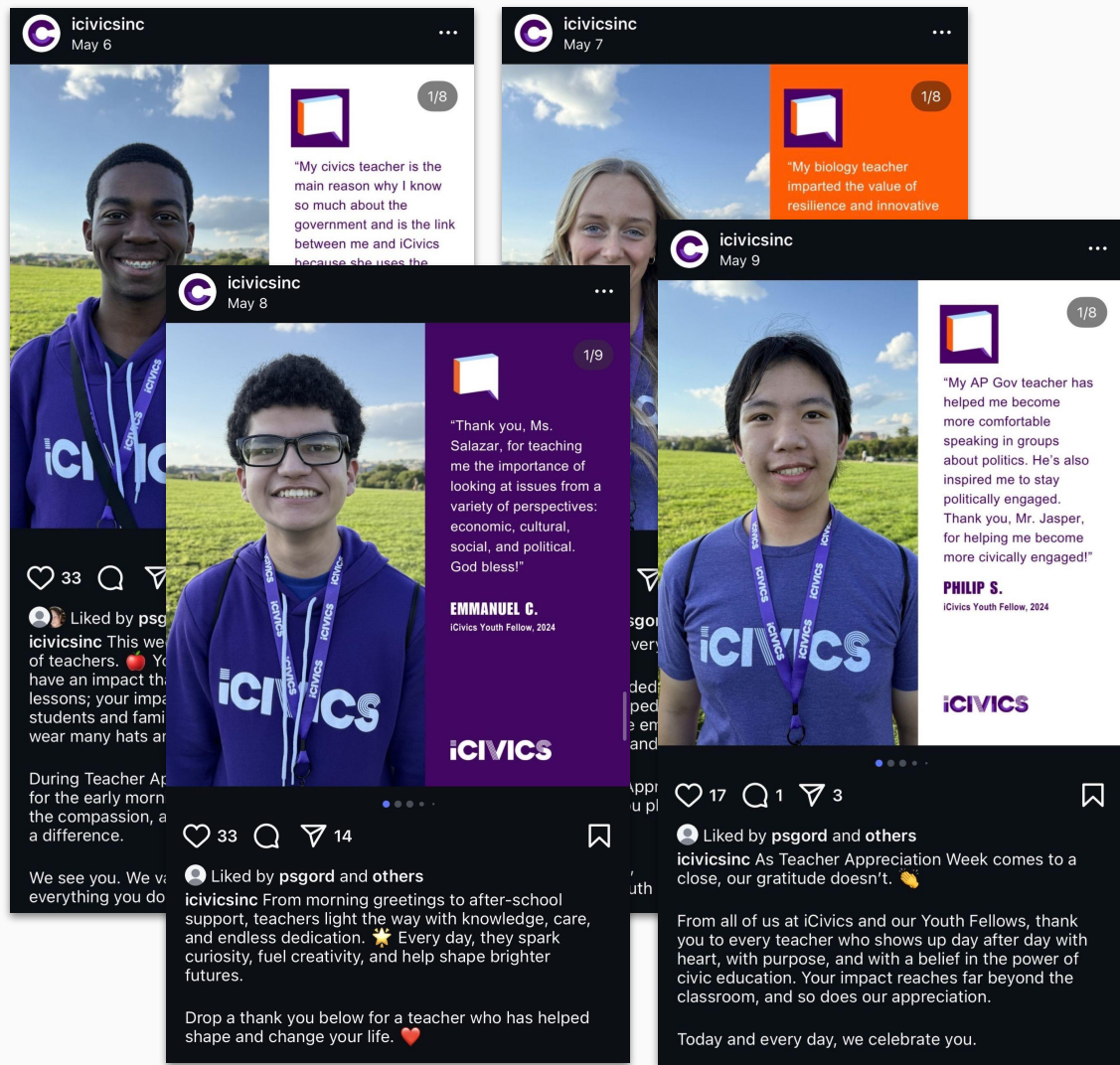


# Sample Campaign

## Teacher Appreciation Week

- Collaborated with our Youth Engagement Coordinator to collect thank you notes from youth fellows
- Worked with Creative Director to design graphic template
- Post Links:

○ 1, 2, 3, 4





# Sample Campaign

## “Cozy Campaign”

- Developed campaign from ideation to production, collecting tips and photos from staff, designing each graphic, and writing every caption
- Select posts:
  - [Puzzle](#)
  - [Read](#)
  - [Bake](#)

