**Sample Social Media Posts / Text Message language**

This sample content is intended for Twitter, Facebook, and Instagram as well as text messages shared with families and parents. We encourage you to include any relevant hashtags related to your district.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* The pandemic has affected students in many ways and has affected every student differently. Our school needs the information the STAAR test provides to measure the impact of the disruptions from the past year on student learning. It will help identify learning gaps so our schools can best support our students.
* [steps graphic] Schools need to identify learning gaps due to COVID-19, and help teachers co-create plans for student recovery with families. Teachers will use test scores and other information to develop plans to accelerate learning in the areas where students have missed important instruction.
* There are many ways to measure learning and STAAR is only one of them. It is meant to be combined with report card grades, parent observations and teacher input to give families a more complete picture of their child’s learning.
* [steps graphic] STAAR results this year are for learning and recovery only. The scores will not be used to rate schools or districts or to evaluate teachers and won’t affect promotion for students in any grades or affect graduating students.
* [District/school name] families can access their child’s STAAR scores as well as tailored resources mid-summer in preparation for the next school year. This valuable information is available through [district’s parent portal] Log in and learn more!
* The partnership between our schools and our families has never been more important. We stand ready to help students recover and get back on track. The first step to help students recover is getting them back in the classroom.
* This year, your child’s STAAR scores may be lower than in previous years. It is important that your child knows that this is a result of the pandemic and all the disruptions that have occurred in their learning over the past year. The scores will not affect student grades or promotion but will instead be used to help teachers and leaders identify learning gaps from missed instruction.
* Teachers and leaders will use STAAR results to identify learning gaps and create plans to accelerate learning in the areas where students have missed important instruction. Check [link] for more information. Teachers will also provide additional supports and resources to address learning gaps. Check [link] for more information.
* We invite your child to return to school. District-required safety guidelines, such as [insert detail] will be carefully followed to ensure that students are as safe as possible.
* We want you back at school!