

DROPPING BACK IN!

Using Social Media to Promote *Dropping Back In*

The following are boilerplates for posts on Facebook and Twitter for *Dropping Back In* — the series, individual episodes, and the dropout crisis in America. Just add your local information, and they're good to go! (Videos for Twitter must be under 30 seconds. For more information on sharing and watching videos on Twitter: <https://support.twitter.com/articles/20172128>.)

Dropping Back In Series

Facebook:

Inspiring stories of America's dropouts, the issues they face, and the people and programs helping them drop back in. DroppingBackIn.org

Tweet:

Dropouts who drop back in and the people and programs that help on DroppingBackIn.org

Dropout Issue-oriented

1 in 5 high school students don't graduate; 1 in 3 minority students.
DroppingBackIn.org <http://bit.ly/10dyAQX>

39 million Americans don't have a high school diploma. DroppingBackIn.org
<http://bit.ly/10dyAQX>

1 million high school students drop out each year. DroppingBackIn.org
<http://bit.ly/10dyAQX>

Dropouts 2x more likely to be unemployed. DroppingBackIn.org
<http://bit.ly/10dyAQX>



3 of 4 prison inmates did not graduate high school. DroppingBackIn.org
<http://bit.ly/1OdyAQX>

High school dropouts cost taxpayers close to \$350 billion each year.
DroppingBackIn.org <http://bit.ly/1OdyAQX>

Pushed Out or Dropped Out? DroppingBackIn.org <http://bit.ly/1ixJTHH>

School to Prison Pipeline? DroppingBackIn.org
<http://bit.ly/1QoYsIO>

Is 4-year college for everyone? On DroppingBackIn.org <http://bit.ly/1OdyZCQ>

Episodes

Second Chances

Facebook:

Many dropouts need multiple “second” chances to return to education and get their lives on track. Watch “Second Chances” (day) on DroppingBackIn.org.
<http://bit.ly/1ixCHex>

Tweet:

Second chances yield high gains for dropouts. DroppingBackIn.org
<http://bit.ly/1ixCHex>

More than a Statistic

Facebook:

Reaching young dropouts early is critical to their success. Watch “More than a Statistic” (day) on DroppingBackIn.org.
<http://bit.ly/1EOWWi0>

Tweet:

Reaching young dropouts early is critical. DroppingBackIn.org
<http://bit.ly/1EOWWi0>



Complicated Lives

Facebook post:

The complicated lives of adult learners is an issue adult education must address. Watch “Complicated Lives” (day) on DroppingBackIn.org.
<http://bit.ly/1EOWOip>

Tweet:

Complicated lives challenge adult learners. DroppingBackIn.org.
<http://bit.ly/1EOWOip>

Working for the Future

Facebook post:

New thinking about high school equivalency and postsecondary education. Watch “Working for the Future” (day) on DroppingBackIn.org.
<http://bit.ly/1EOWWi0>

Tweet:

High school degree not enough to be college/career ready. DroppingBackIn.org.
<http://bit.ly/1EOWWi0>

Building a Better Life

Facebook post:

Apprentice and training-based programs prepare undereducated and unemployed people for available jobs. “Building a Better Life” (day) on DroppingBackIn.org.
<http://bit.ly/1NiBt1W>

Tweet:

College not the only route to successful careers DroppingBackIn.org
<http://bit.ly/1NiBt1W>

The videos in the following Tweets are all under 30 seconds:

James Hooten from dropout to GED diploma to business owner: GED made me feel like Superman @youthbuildouky @YouthBuild DroppingBackIn.org
https://youtu.be/M2_WULTkoas

James Hooten from dropout to GED diploma to business owner: Persistence pays off @youthbuildouky @YouthBuild DroppingBackIn.org
<https://youtu.be/XP9vaifuYC8>



James Hooten from dropout to GED diploma to business owner: A role model for his kids @youthbuildlouky @YouthBuild DroppingBackIn.org
<https://youtu.be/nHsWcTkB9VU>

@drvictorrios former dropout and gang member, now college professor and author:
No lost causes DroppingBackIn
<https://youtu.be/519ktLFrvSE>

@drvictorrios former dropout and gang member, now college professor and author:
Caring adults matter DroppingBackIn.org
<https://youtu.be/V9UEMfm-mcl>

Kellie Blair Hardt from homeless and dropout to national award winning teacher
DroppingBackIn.org KETFastForward.org
<https://youtu.be/w5bdhLBo2ks>

@HasanDavis from dropout to GED to law degree: GED diploma opens doors
#KETFastForward DroppingBackIn.org
<https://youtu.be/yPFdD2Psye8>

@HasanDavis from dropout to GED to law degree: A champion makes a difference
KETFastForward.org DroppingBackIn.org
<https://youtu.be/DWDMjcQahZk>

Award winning journalist @KavithaCardoza says we need to know people's stories
KETFastForward.org DroppingBackIn.org
https://youtu.be/IE7kmD_nUTI

Pull yourself up by your bootstraps with no boots? Award winning journalist
@KavithaCardoza DroppingBackIn.org
<https://youtu.be/QgPXL1F6CYo>

Award winning journalist @KavithaCardoza on complex world of illiteracy
KETFastForward.org DroppingBackIn.org
<https://youtu.be/7zZywDUxqly>

Award winning journalist Kavitha Cardoza says adult learners carry special burden
KETFastForward.org DroppingBackIn.org
<https://youtu.be/OFnZVW6Kj3Q>

