



About #stealthispost:

This social media campaign is tailored to schools and districts that use PBIS Rewards and are looking to provide families and students with useful information. We provide you with the post resources (graphics, videos, etc.) and the post wording– all you have to do is take the necessary pieces for a post below, tweak the wording (if necessary), and publish it on your school’s social media platforms!

How to #stealthispost:

On the next two pages, you will find all necessary post information. Under each post title you will see the post’s target audience, the link to the video, and the wording in both English and Spanish.

1. From your school’s social media accounts, create the post by pasting in the wording from this document along with the video link for that particular post.
2. Be sure to tweak or edit the wording provided so that it best satisfies your school’s needs. Don’t forget to add in your school’s hashtags!

Note: All post wording is available in English and Spanish, though not all videos are bilingual.

3. Tag us in your posts! FB: [PBIS Rewards](#) | IG: [@pbis_rewards](#) | Twitter: [@PBISRewards](#)
4. Schedule or immediately publish your post. Ask all of your stakeholders (staff, families, etc.) to share on their accounts to spread the word!

FAMILY APP POST

Audience: Families

Resource: [Family App Video](#)

Wording:

English: 📣 Hey, {mascot/school name} families! Watch this quick video to learn how to get connected to the PBIS Rewards Family App so that you can best support both your student and our school-wide PBIS initiative!

Spanish: ¡Oigan, familias de {nombre de la escuela}! 📣 Miren este video breve para aprender cómo se conecta al Family App de PBIS Rewards para que puedan apoyar tanto su(s) estudiante(s) como nuestra iniciativa escolar de PBIS!



FAMILY BUY-IN POST

Audience: Families

Resources: 🖱️ [English Video](#) | 🖱️ [Spanish Video](#)

Wording:

English: 📣 Attention, {mascot/school name} families! Our school is launching a PBIS initiative to ensure that we have the most positive campus culture possible for your students. Watch this video to learn more about PBIS, PBIS Rewards, and how you can help!

Spanish: ¡Atención, familias de {nombre de la escuela}! 📣 Nuestra escuela lanza una iniciativa PBIS para asegurar que tenemos la cultura escolar más positiva posible para sus alumnos.

¡Miren este video para aprender lo que es PBIS y cómo ustedes nos pueden ayudar!

STUDENT APP POST

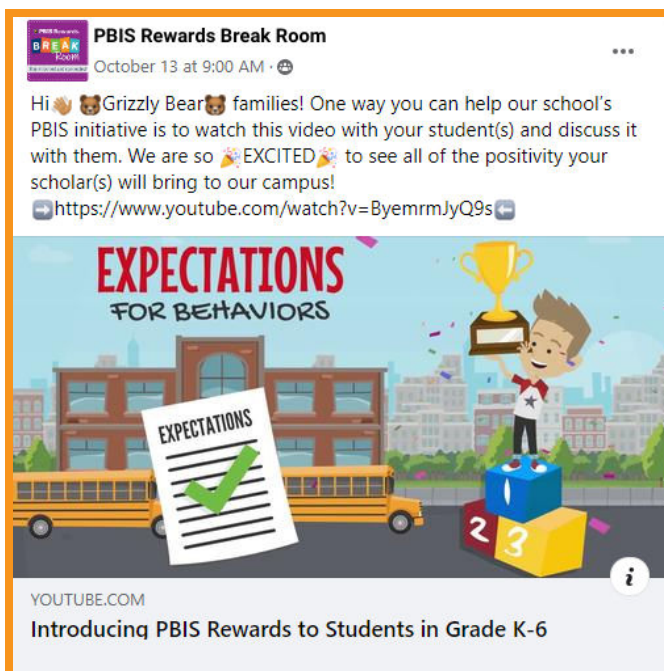
Audience: Families & their student(s)

Resources: [Student App Video](#)

Wording:

English: What's up, {mascot/school name} families? Does your student need help connecting to the PBIS Rewards Student App? We got you! 😊 Make sure that they have an authorization code from their teacher, then watch this video! If you still need help, be sure to contact {email address}.

Spanish: ¿Qué tal, familias de {nombre de la escuela}? Su(s) estudiante(s) necesita(n) ayuda conectándose al Student App de PBIS Rewards? ¡No se preocupen! 😊 Aseguren que tenga(n) un código de autorización de su maestro/a y vean este video! Si aún necesita ayuda, asegúrese de comunicarse con {dirección de email}.



STUDENT BUY-IN POST

Audience: Families & their student(s)

Resources: [K-6 Video](#) | [7-12 Video](#)

Wording:

English: Hi 🐻 {mascot/school name} families! One way you can help our school's PBIS initiative is to watch this video with your student(s) and discuss it with them. We are so 🎉 EXCITED 🎉 to see all of the positivity your scholar(s) will bring to our campus!

Spanish: ¡Hola, familias de {nombre de la escuela}! Una manera en que usted puede ayudar la iniciativa PBIS de nuestra escuela es ver este video con su(s) estudiante(s) y discutirlo con ellos.

¡Estamos tan EMOCIONADOS 🎉 de ver toda la positividad que su(s) alumno(s) traerán a nuestro campus!