



Social Media Toolkit for Parents

One of the ways to raise awareness about expulsion and suspension in Early Education, is to post on social media. Use the prewritten posts in this toolkit on your social media sites.

Twitter

Twitter incorporates hashtags and labels to pinpoint keywords and concise messages and allows for hyperlinking to additional multimedia like slideshows and pictures. It is free to sign up, and you get 140 characters to say whatever you want – these 140-character blurbs are called “tweets.” You follow other people, and when they tweet, it shows up on your page. When they follow you, your tweets show up on theirs.

Notes

Hashtag versus user tag on Twitter

Hashtag:

Preceded by the “#” it adds the tweet to a directory of other tweets containing that word or phrase. Hashtags to use:

- | | | |
|------------------|-----------------------------------|------------------------------|
| #Expulsion | #SupportQualityEarlyEd | #EducateNewVoices |
| #Suspension | #DiversityCreatesStrongBusinesses | #IlluminatePathways4Kids |
| #EarlyEd | #NYSELANNBCDI | #ProhibitExpulsionInEarlyEd |
| #FutureWorkforce | #PreventExpulsion | #QualitySupportServices4Kids |
| #FutureLeaders | #PreventSuspension | |

User Tag (Twitter Handle)

When you use the “@” sign in front of another user’s name, it links to their profile and they are alerted that they have been mentioned in a tweet.

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Users to tag:

- @NYS_ECLC
- @HeadStartgov
- @NYSELANNBCDI

Sample Tweets:

- Expulsions and suspensions occur at high rates in preschool settings #NYSELAN #Expulsion #Suspension #EarlyEd
- Expulsion rate 13 times higher in #childcarecenters than school age classrooms
- Black kids represent 18% of #PreK enrollment but 42% of PreK #suspensions
- White kids represent 43% of #PreK enrollment but only 26% #suspensions
- Black kids are #suspended & #expelled @ 3x greater than white kids #racialdisparity
- Boys #expelled at rate of 4.5X that of girls #EarlyEd
- #Suspension & #Expulsion in #earlyed can influence # of adverse outcomes for kids
- Young kids #expelled or #suspended as much as 10X more likely to drop out of high school
- #Expulsion rates lowest in @HeadStartgov classrooms, highest in 4 profit #child care centers

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NYS ELAN/NBCDI TEAM

Equity for All
New York State Equity Leaders Action Network in
partnership with the Northeast National Black
Child Development Institute

Sample Facebook Posts

- PreK students are expelled at a rate more than three times that of K-12 students. Although rates of expulsion vary among states, expulsion rates for PreK students, exceed those in K-12 classrooms in all but *three* states.
- PreK expulsion rates differ in early education classrooms but are lowest in public schools and @Head Start, and highest, for-profit child care and faith-based centers.
- The likelihood of expulsion and suspension decreases significantly with access to classroom-based behavioral practices. Improving the ability of schools and teachers to manage children’s behavior in PreK, can significantly improve their academic success throughout their lifetime.
- According to the National Prekindergarten Study (NPS), four-year-old students were expelled at a rate about 50 times higher than three-year old students. Boys were 4.5 times more likely to be expelled than girls. African American children attending state-funded PreK, were twice as likely to be expelled as Latino and Caucasian kids, and over five times more likely to be expelled as Asian-American students.
- Suspension and expulsion can influence many adverse outcomes for young children. Young students who are suspended or expelled are 10 times more likely to drop out of high school, hold negative school attitudes, experience academic failure and grade retention, and face incarceration more than students who are not.
- Suspension and expulsion in the early years, may interfere or delay the process of identifying and addressing underlying issues for young students, including undiagnosed mental health or behavioral issues or a disability.
- A study published in 2005 found that over 10% of PreK teachers in a State-Funded PreK program, reported expelling at least one preschooler in the past year; a rate three times higher than the estimate for teachers of K-12 students.
- Want to get involved? YOU can make a difference in your community. YOU can raise awareness about expulsion, and suspension in early childhood settings. YOU can help decrease and eliminate negative outcomes for children facing expulsion and suspension in the early years.

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