



# Social Media Toolkit for Business Leaders

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 company’s 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           | #FutureLeaders                    | #PreventSuspension           |
| #Suspension          | #SupportQualityEarlyEd            | #EducateNewVoices            |
| #EarlyEd             | #DiversityCreatesStrongBusinesses | #IlluminatePathways4Kids     |
| #InequalityInEarlyEd | #NYSELANNBCDI                     | #ProhibitExpulsionInEarlyEd  |
| #FutureWorkforce     | #PreventExpulsion                 | #QualitySupportServices4Kids |

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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 #InequityInEarlyEd
- Black kid's makeup 18% of #PreK enrollment and 42% of PreK #suspensions. White kids makeup 43% of #PreK enrollment but only 26% #suspensions
- Black kids are #suspended and #expelled at a 3 times greater rate than white kids #racialdisparity #InequalityInEarlyEd
- Boys are expelled at rate of 4.5 times that of girls #InequalityInEarlyEd
- #Suspension & #Expulsion in #earlyed can influence the number of adverse outcomes for kids #HelpNotHinderKids
- Young kids #expelled or #suspended are 10 times more likely to drop out of high school #preventsuspension #preventexpulsion
- High rates of suspension & expulsion in #EarlyEd linked to high rates of academic failure, drop outs, and incarcerations #AdverseOutcomes
- #Expulsion rates are lowest in @HeadStartgov classrooms, and the highest in for-profit #child care centers #SupportQualityEarlyEd

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- The cost of a child in #HeadStart is \$8500, but the cost of an inmate in NYS is \$61,000!  
#Preschool2PrisonPipeline #WhichWouldYouChoose?
- #Early Childhood Education has a high rate of return for the Business Community  
#FutureLeadersofTomorrow #WorkforceDevelopment

### 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.

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- 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.
- Suspending children from preschool presents a serious challenge for parents who must find last-minute child care or risk losing their job. Parents also can be forced to quit their jobs when their children are suspended and they have no child care options.

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