

Subject: PR Liaison Weekly Update -- April 17-21

Good afternoon PR Liaisons,

I hope you had a relaxing Spring Break. I want to call your attention to the first item. Saturday is Earth Day. Using the hashtag #APSEarthDay, showcase the many things your schools or departments are doing to celebrate Earth Week throughout the week.

Remind your schools that Friday is #PurpleUp day to celebrate the children of Military families. Encourage students and staff to wear purple on that day.

Finally, if you haven't provided us with pictures of your Teacher of the Year nominees, please do so. AETV needs them for the video they are working on. There is a folder on the S: drive to save them. S:Drive>Public>2017 Teacher of the Year Photos.

Attached is this week's editorial calendar

- 1) **Earth Day** – Saturday is Earth Day. Please use the hashtag #APSEarthDay to showcase what your school is doing. I will Storify it next week.
- 2) **National Volunteer Month/Week** – Continues to post thank you notes to your partners and volunteers using #PerfectPartners or #VolunteerHere so that Dawn can capture and highlight them on Facebook and Instagram. The posts have been very popular, especially on Instagram.
- 3) **Month of the Military Child** – #PurpleUp day is April 21.
- 4) **Administrative Conference Slide Show** – The planning committee for this summer's administrative conference is putting together a slideshow of the administrators and supervisors around APS engaged in their daily work. Please share any photos you have of your building or department administrators in the google folder below (you can create a subfolder with your school or department name, and add the pictures there):
<https://drive.google.com/open?id=0B3paPbDppuBWWE1IQy1ieF8zNjg> Please do this ASAP, but by the last day of school (June 23rd) at the latest!
- 5) **#APSchats** – The next #APSchats is on Tue, April 18 from 8-9 p.m. on Music Integration. The topic is Literacy, Tech, Choice and Voice: How does it all come together and will be hosted by Katharine Hale and Dr. Tara Natrass
- 6) **NewsCheck** – The next deadline is Friday. But since this is a short week, I am moving it to Tue, April 25.
- 7) **Week of the Young Child** - Throughout the week of April 23-29, APS will be hosting a variety of events to celebrate the Week of the Young Child. The Week of the Young Child™ is an annual celebration sponsored by the National Association for the Education of Young Children (NAEYC), the world's largest early childhood education association. The complete catalog of events can be found at <https://www.apsva.us/woyc>.

Upcoming APS Social Media Campaigns - Consider using the following hashtags to drive online conversations during the next week, and @APSVirginia will join the conversations with you!

#APSiSAwesome - (Ongoing)

#HealthyAPS - (Whole Child Focus. Ongoing)

#digitalAPS - (Ongoing)

#Aspire2Excellence (#A2E) - Academic Planning (Ongoing)

#PartnersinEducation - (Ongoing)

#APSFACE – Ongoing

#APSGreen – (Ongoing)

#VolunteerHere – Volunteer and Partnerships (ongoing)
PerfectPartners – Volunteer and Partnerships (ongoing)
#APSArtsInspires – Arts Ed (Ongoing)
#APSBudget – Through May
#EngageAPS
#APSEarthDay

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