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](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/1OdyAQX](http://bit.ly/1OdyAQX)


3 of 4 prison inmates did not graduate high school. DroppingBackIn.org

High school dropouts cost taxpayers close to $350 billion each year.

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

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


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/1EOWOi

**Tweet:**
Complicated lives challenge adult learners. DroppingBackIn.org.
http://bit.ly/1EOWOi

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 @youthbuildlouky @YouthBuild DroppingBackIn.org
https://youtu.be/M2_WULTkoas

James Hooten from dropout to GED diploma to business owner: Persistence pays off @youthbuildlouky @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/V9UEFm-mCI

Kellie Blair Hardt from homeless and dropout to national award winning teacher DroppingBackIn.org KETFastForward.org
https://youtu.be/w5bdhLB02ks

@HasanDavis from dropout to GED to law degree: GED diploma opens doors #KETFastForward DroppingBackIn.org
https://youtu.be/yPFdD2Psey8

@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/7zZywDUxqIY

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