

## **Use Social Media to Promote Computer Science Education Week (CSEdWeek) and the Hour of Code**

***Social media tips** that provide politicians and staff ideas to highlight CSEdWeek and Hour of Code and get constituents engaged in the effort.*

### **Post on Facebook**

Use your Facebook page to engage with the community and get them excited about CSEdWeek and the Hour of Code.

CSEdWeek has its own Facebook page -- <http://www.facebook.com/CSEdWeek>, like it on Facebook. Include highlights from events you host, consider using the “Ask a Question” feature to get individuals to commit to participating in the Hour of Code.

### **Sample Facebook Posts**

When the date of your event has been decided, announce it on Facebook and create a Facebook event that people can post that they are attending (if open to the public). Then begin a countdown in the status updates. \*Please note that typing @CSEdWeek on Facebook will resolve in an autocomplete dropdown to say “Computer Science Education Week” and tag our Facebook page.

- 95% of students don’t even try to learn computer science. All it takes is one Hour of Code to start turning this around. Are you in? <http://csedweek.org/> #HourofCode
- What’s wrong with this picture? There’s a 3-to-1 gap between computing jobs and graduating students in the field, yet fewer students are learning computer science that a decade ago. Let’s make history this December. <http://csedweek.org/> #HourofCode
- Please join me for an Hour of Code during @CSEdWeek. [www.csedweek.org](http://www.csedweek.org) #HourofCode
- 90% of schools don’t teach computer science. Help us introduce 10 million students to this foundational field. All it takes is one Hour of Code <http://csedweek.org/> #HourofCode

### **Tweet about CSEdWeek and Hour of Code**

Be sure to follow CSEdWeek on twitter – @CSEdWeek.

### **Sample Tweets**

Before CSEdWeek, encourage your followers to join:

- Anyone can learn computer science, join me for the #CSEdWeek and #HourofCode. Sign up now [csedweek.org](http://csedweek.org).
- The Hour of Code is coming. Help introduce 10m students to computer science. What 90% of schools don’t teach. <http://csedweek.org>
- There’s a 3-to-1 gap between computing jobs and students in the field. That’s why I’m doing the #HourofCode. Are you? <http://bit.ly/1fYXHoK>
- I’m supporting the #HourofCode. Join me to make education history this #CSEdWeek <http://bit.ly/1fYXHo>

Throughout the week:

- According to the Bureau of Labor Statistics, more half of all STEM jobs will be in computing occupations. #CSEdWeek #HourofCode
- Computer science is the highest paid college degree. #CSEdWeek #HourofCode
- Computing jobs are growing at twice the national average. #CSEdWeek #HourofCode
- Computing jobs pay 75 percent *more* than the national median annual salary.#CSEdWeek #HourofCode