#TEACHSTRONG

#TeachStrong
Take Action Toolkit

Talking Points,
Frequently Asked Questions,
Candidate Engagement Guide,
Sample Op-ed,
Sample Letter to the Editor,
Sample Social Media Posts,
Shareable Graphics
Our students are falling behind internationally. In an effort to catch up, we are asking more from our teachers than ever before. Yet, we continue to provide our teachers with inadequate preparation, pay, and support.

Many teachers struggle when they begin their careers, and far too many teachers believe that their preparation program did not equip them with the skills they need for today’s classrooms.

Once they are in the classroom, teachers report that much of the professional development they receive does not help them improve their teaching practice. Unlike other professionals, teachers have extremely limited time to prepare, plan, and collaborate with their peers, making it difficult for them to grow as professionals.

Teachers are seriously shortchanged when it comes to compensation. The average starting teacher salary is just $37,054, and the average overall salary is $56,610. This means that teacher salaries are less than 60 percent of the average pay for other full-time college-educated workers.

In order to ensure that our students can compete with their international peers, we have to start responding to teachers’ needs. There is a way to improve the system and achieve better outcomes for our teachers and our students. By establishing the conditions for success, we can create a virtuous cycle, making the teaching profession more attractive to talented new entrants, allowing current teachers the opportunity to succeed, and further elevating the profession.

Our goal is to make modernizing and elevating the teaching profession the top education policy issue of our time. Thank you for joining this important effort.

This toolkit includes the following ways to join the campaign and take action:

- Talking points
- Frequently asked questions
- Candidate/elected official engagement guide
- Sample op-ed
- Sample letters to the editor
- Sample social media
- Shareable graphics
What is TeachStrong?

The TeachStrong campaign is a movement to change the national education policy conversation and make modernizing and elevating the teaching profession the most pressing and significant education policy priority for our nation.

What makes TeachStrong unique?

TeachStrong is comprised of over 60 coalition partners—a diverse set of influential education organizations and representatives—and nearly 100 educators from across the country demanding that modernizing and elevating the teaching profession become the top education policy priority of our day.

- By joining together to highlight diverse stakeholders’ consensus around a shared vision for improving our public schools, we believe we can depolarize the education policy landscape and lay the groundwork for the fundamental changes that are needed to dramatically improve student achievement.
- Through this campaign, we seek to amplify an ambitious vision for a society that truly values teachers as professionals, which we believe will eventually lead to improved teaching and learning gains, particularly for low-income students.

Why is TeachStrong happening now?

The TeachStrong coalition is undertaking this effort now because, in recent years, the education policy conversation has become polarized, many leaders have shied away from meaningful discussion about the teaching profession, and Millennials have increasingly turned away from the teaching profession in large numbers.

- More needs to be done to create the excellent and equitable education system that America’s students deserve. Though we know the crucial role that great teachers must play in making that vision a reality, policy leaders have too often shied away from a meaningful discussion about the teaching profession.
- What’s more, as young people pursue other professions that they view as more prestigious and intellectually demanding than teaching, a significant percentage of the current teacher workforce is reaching retirement age. We can expect to face teacher shortages across the country if we don’t make changes soon.
- To address these problems, we should be thinking about how we can support all teachers along the career continuum and recruit the best and brightest young people into the profession. As a country, however, we have yet to make recruiting, preparing, supporting, and retaining great teachers a pressing, national priority.
What is TeachStrong’s goal?

The ultimate goal of the TeachStrong campaign is to break through the contentiousness of today’s education policy climate and make modernizing and elevating the teaching profession the top education policy issue in the coming year.

- We all agree that more needs to be done to create the excellent and equitable education system that America’s students deserve—as it is critically important for ensuring that tomorrow’s schools meet the needs of students facing a competitive, globalized market.
- Other countries have prioritized modernizing and elevating their educator workforces and realized substantial gains as a result. We can—and we must—do more to support great teachers and strengthen the teaching profession.
- We believe that modernizing and elevating the teaching profession is a consensus issue that can serve as a unifying vision for the future of education policy. To that end, the TeachStrong campaign is dedicated to creating the political will necessary to support policy changes that will lead to a modernized, professionalized teaching force in line with medicine, law, or engineering.

What are TeachStrong’s key principles?

To ensure that all students—and especially those from low-income families—are taught by excellent teachers, we must develop policies that support teachers through all stages of their careers. As a coalition, we have agreed to the following policy principles:

- **Principle 1**: Identify and recruit more teacher candidates with great potential to succeed with a deliberate emphasis on diversifying the teacher workforce.
- **Principle 2**: Reimagine teacher preparation to make it more rooted in classroom practice and a professional knowledge base with universal high standards for all candidates.
- **Principle 3**: Raise the bar for licensure so it is a meaningful measure of readiness to teach.
- **Principle 4**: Increase compensation in order to attract and reward teachers as professionals.
- **Principle 5**: Provide support for new teachers through residency and induction programs.
- **Principle 6**: Ensure tenure is a meaningful signal of professional accomplishment.
- **Principle 7**: Provide significantly more time, tools, and support for teachers to succeed through planning, collaboration, and development.
- **Principle 8**: Design professional learning to better address student and teacher needs and foster feedback and improvement.
- **Principle 9**: Create career pathways that give teachers opportunities to lead and grow professionally.

It is time to have a serious conversation about how the teaching profession can attract and retain the most talented professionals possible. By acknowledging and addressing the importance of all aspects of the teaching profession, we can create a self-reinforcing cycle in which the status of the profession is raised along with the quality of teaching and learning in our nation’s classrooms.
FREQUENTLY ASKED QUESTIONS

How can I get involved in the TeachStrong campaign?

1. First, sign the TeachStrong petition at www.teachstrong.org to let today’s policymakers, legislators, and candidates know that they must prioritize modernizing and elevating the teaching profession.

2. Read this toolkit!

3. Become a TeachStrong Advocate. Email info@teachstrong.org if you would like to become an advocate for this effort. If you sign up, you will receive a weekly newsletter with tweets, news, and articles that you can share and promote online.

4. Share TeachStrong content on Twitter and Facebook using the hashtag #TeachStrong. If you sign up to become an advocate, you will have access to sample tweets each week!

5. Lastly, you can write an op-ed or a blog discussing the TeachStrong principles. Please email info@teachstrong.org if you are interested. We can help you draft, edit, and place your written pieces.

What is the ultimate goal of the campaign?

The ultimate goal of the TeachStrong campaign is to break through the contentiousness of today’s education policy climate and make modernizing and elevating the teaching profession the top education policy issue in the coming year. As it is critically important for ensuring that tomorrow’s schools meet the needs of students facing a competitive, globalized market, we want to turn the page on past reform efforts and make modernizing and elevating the teaching profession the number one education policy priority of the nation.

Who is the audience?

National leaders—particularly candidates for elected office, federal legislators, and other elected officials—are the key audience for the TeachStrong campaign. We believe that if these leaders were to talk differently about teachers—abandoning the outdated rhetoric of “appreciating teachers” and truly owning the campaign’s message of “modernizing and elevating the teaching profession” and using our principles to illustrate what that would mean—that would be a massive achievement for this campaign.

Are teachers the audience? Is this campaign about appreciating or recruiting teachers?

This campaign is about more than appreciating teachers or recruiting new teachers into the field. This campaign seeks to create the conditions that lead to systemic improvement and societal change. It is about communicating a vision for a modernized and elevated teaching profession and building support and visibility for that goal.
**Is the campaign nonpartisan?**

Yes. The TeachStrong campaign is a nonpartisan effort. We welcome a diverse set of individuals and stakeholders as partners and seek to inform national leaders about the importance of these issues.

**Is this a messaging campaign or policy campaign?**

Both. In this upcoming year, we are seeking to get the campaign’s message of modernizing and elevating the teaching profession onto national leaders’ agendas as a consensus issue in the K-12 space.

Simultaneously, our partners and TeachStrong Ambassadors are working together on a detailed set of policy recommendations based on our nine principles.

**How and when will these principles develop into policies?**

The TeachStrong partners, with input and feedback from the TeachStrong ambassadors, intend to develop each individual principle into a policy document. Each policy proposal will be released over the course of the summer, culminating in the release of the TeachStrong Policy Blueprint. Each policy proposal will provide recommendations and highlight places and programs with systems in place that currently elevate teachers and the teaching profession.

**Why now, when this has been attempted so many times before?**

In recent years, research has clearly demonstrated the importance of teachers and great teaching. Yet we have seen too little change in the systems responsible for selecting, recruiting, educating, training, retaining, and paying teachers.

We see the lack of attention to teachers and teaching—especially in the Every Student Succeeds Act, the reauthorization of No Child Left Behind—as a signal that it is extremely important to bring this issue to the fore and build momentum for an increased focus on creating a modernized, elevated teaching profession.

It is time to have a serious conversation about how teaching can attract and retain the most talented professionals possible. We need a comprehensive approach to addressing the teacher pipeline because we have seen that piecemeal policy changes do not work. In the past there have been attempts to address singular aspects of the teacher pipeline, but have left the system as a whole largely unchanged.

Unlike previous efforts, such as Ed in ’08, this campaign does not seek to make education the top issue in the Presidential campaigns, but rather to make modernizing and elevating the teaching profession the top education policy issue in 2016 and beyond.

Learn more and sign the petition at [www.teachstrong.org](http://www.teachstrong.org).

Email [info@teachstrong.org](mailto:info@teachstrong.org) with any questions or concerns.
GUIDE TO ENGAGING ELECTED AND PUBLIC OFFICIALS

The best way to amplify the need to make modernizing and elevating the teaching profession the top education priority and determine where elected officials stand on the issue is to engage them directly. Using the talking points and these tips, ask them questions—in person, on social media, or via email—host a house party, or send a letter to your elected and public officials about the need to join the #TeachStrong campaign.

How can elected officials help?

Elected officials could formally pledge to support and enact policies aligned with the TeachStrong agenda. If officials wish to make this pledge of support, they will be asked to become TeachStrong Champions. Champions will be featured on the TeachStrong website with a quote expressing their commitment to the TeachStrong principles. Moving forward, TeachStrong partners and ambassadors will advise and provide technical support to TeachStrong Champions who wish to further the TeachStrong agenda in their states.

TeachStrong Champion information

Who are TeachStrong Champions?

TeachStrong Champions are elected officials and other public figures who agree to support the nine TeachStrong principles and work toward a modernized and elevated teaching profession.

What will we ask of TeachStrong Champions?

We will ask each TeachStrong Champion to sign onto the TeachStrong principles, as written, and provide a picture and a quote for the website.

What role will the TeachStrong Champions play in the campaign moving forward?

TeachStrong Champions, or their designated staff person, will receive our weekly tweet sheets and can elect to promote TeachStrong via social media.

We will provide each TeachStrong Champion a draft press release, if they choose to publicize their involvement.

TeachStrong Champions can use the TeachStrong coalition as thought partners on any actions toward the TeachStrong agenda, if they choose.

TeachStrong Champions will participate in TeachStrong events in their states or districts, if possible.
Sample accountability questions for candidates

In order to determine which candidates best represent your values and share your views on how to make modernizing and elevating the teaching profession the top education priority, you need to ask them where they stand. Here are questions you can ask candidates to determine if they support TeachStrong:

1. Do you think modernizing and elevating the teaching profession should be the top education policy priority? If so, what is your plan for implementing policies that support teachers?

2. What changes need to be made at the national and state level to help attract and retain our diverse and talented educators?

3. What specific policies would you propose to strengthen the entire teacher career continuum so that teachers are recruited, prepared, supported, and compensated like the professionals that they are?

4. The average starting teacher salary is just $37,054, and the average overall salary is $56,610. This means that teacher salaries are less than 60 percent of the average pay for other full-time, college-educated workers. Do you believe that teachers are compensated fairly for their time and impact on students? How can we increase teacher compensation?

5. Do you believe that teachers are provided with enough time, tools, training, and support to succeed? If not, how can we change this?

6. How can we better design professional learning for teachers?

If you plan on engaging with candidates, elected officials, and public officials via social media, please see sample tweets on page 18.
Dear [Senator/Representative/Governor/Congressman Last Name]:

As a [teacher/student/parent/concerned constituent], I am writing to urge your support for the TeachStrong campaign to modernize and elevate the teaching profession.

[Tell Your Story! Introduce yourself as a constituent and/or a teacher, student, or parent. Tell your elected official why TeachStrong is important to you or how the TeachStrong principles can support you and your community. Mention any personal connection you may have to the campaign.]

Currently, we are asking more from our teachers than ever before. Yet we continue to provide our teachers with inadequate preparation, pay, and support. Many teachers struggle when they begin their careers; teachers report that much of the professional development they receive does not help them improve their teaching practice, and too many teachers find it difficult to grow as professionals. Teachers are also seriously shortchanged when it comes to compensation. Teacher salaries are 40 percent less than those of other college-educated workers in America.

In order to ensure that our students succeed, we have to start responding to teachers’ needs.

I urge you to join in this important effort to make modernizing and elevating the teaching profession the top education policy issue of our time. If you are interested in learning more about becoming a TeachStrong champion, please reach out to me, or email info@teachstrong.org.

Thank you for your consideration and representing the people of [your State].

Sincerely,

[Your Name]
SPREAD THE WORD ABOUT TEACHSTRONG

Hosting an informational chat is the perfect way to gather your friends, colleagues, or neighbors to discuss issues that matter to you the most. Whether there is an upcoming debate, candidate forum, or you simply want to share information about the campaign, having a casual, informative discussion is a great way to raise awareness around the issue, get your friends on board, and coordinate your action steps to ensure more people are talking about modernizing and elevating the teaching profession.

Step 1: Getting started

- Who should come? Think about who you know that would be interested, including all of your networks and friend groups:
  - Colleagues and peers
  - Neighbors, friends, and community leaders
  - Family members
  - Students and parents
- Choose a venue. It could be your house, a friend’s house, a coffee shop, restaurant, etc.
- Pick a date: Decide if your chat will be centered around an event or not, such as a national candidate debate or an event going on in your community.
- Create a “Save the Date” and start inviting people!

Step 2: Getting people there

- Start calling and emailing the people you want to invite.
- Keep track of who you’ve contacted and how.
- Always call if you have a phone number. Email should be supplemental.
- Be persistent: Follow up each phone contact with an email.
- Ideally, provide food and beverages for guests!

Step 3: Engaging guests during the discussion

- Organize a discussion: Help facilitate a conversation about the policies discussed by the candidates and elected officials in your state or district.
  - Explain your involvement with TeachStrong.
  - Explain goals of the discussion.
  - Explain what TeachStrong is and the nine principles, using the talking points.
- Ask your guests to share stories: There is nothing stronger and more effective than hearing from people who would be directly affected by harmful policies that ignore the challenges they’re facing.
- Explain ways to get involved: become an advocate, recruit champions, write op-eds, tweet, etc.
- Join the conversation online: tweet, post on Facebook, and use other social media platforms to engage others online. See our sample tweets below!
OP-ED TIPS AND TRICKS

For starters:

If you know your local papers and publications, check their websites for word limits on opinion pieces. Typically, these are 500–800 words, but it varies from paper to paper.

- Include a 2–3 sentence bio that highlights your relevant background as an educator and showcases concisely that you are someone who can speak with credibility on the issues you are writing about. For example:

  `Jane Smith is a first-grade math teacher in the D.C. Public School System, a National Board Certified teacher, and a TeachStrong advocate. She also frequently guest lectures in the education department at the University of the District of Columbia, and has been teaching in D.C.’s highest need schools for over 10 years.`

- Include a catchy title. Something unique, timely, and hints toward the argument you are making.

- Reach out. If you need help editing or placing your op-ed, reach out to the TeachStrong coalition. We would be happy to help! Email info@teachstrong.org.

What to include:

- **Personal experience and unique perspective.** Without making the piece too focused on you, it’s good to include background on why you are qualified to make the argument you are making, or to have the opinion you are presenting. You should own your expertise and elaborate on how the TeachStrong principles drive your approach or opinion. Would they positively impact a particular student, class, or colleague?

- **A focus on one or two TeachStrong principles.** Use the TeachStrong principles as a guide for creating a strong lede and argument. How would policies implementing that principle (or principles) affect your teaching, classroom, students, and school?

- **Local flavor, and stay current.** Try to tie your arguments to relevant events, trends, policies, statistics, etc. in your city, state, or community. For instance: state education legislation, statistics on your state’s public school system, political leaders making comments on education policy in your state, etc.

- **Use links!** If you refer to relevant events, statistics, or policies, etc., to the extent you can, use hyperlinks to reference that information. For example, if you mention the governor’s recent speech on education, link to a transcript of that speech.
• **Offer solutions or a call to action.** Once you’ve made your argument, include suggestions on how to improve the situation, urge the community to take action in some specific way, or call upon policy and political leaders to take a stand.

**What to avoid:**

• **Jargon.** Speak plainly and assertively and avoid repeating the same points in different words.

• **Lengthy summaries of policy, legislation, or back stories.** These will read more like a scholarly article and less like an opinion piece and will hurt the chances for publication.

• **Overselling TeachStrong.** Treat the TeachStrong principles as proof points in your arguments. They can serve as examples of policies that work and should be implemented more broadly, rather than making your op-ed an overly-promotional piece about TeachStrong itself.

• **Subjects that TeachStrong does not address.** These include testing, Common Core, and teacher evaluations. While certainly important, these issues are not the focus of the campaign. Through this campaign, we hope to break away from some of the divisiveness associated with these issues and present a positive, uniting vision for the future of education.
How to Pitch an Op-Ed

Most media outlets prefer pitches that come directly from the author of the op-ed. That’s you! Below you will find information on where and how to submit your op-ed.

Where to submit the article. What is your local publication? Think about what audience you REALLY want to reach with your argument and whether using a more targeted approach might work. Consider online publications and blogs, which are gaining in importance and readership. National outlets like The New York Times, The Washington Post, and The Wall Street Journal may have high readership, but they receive a staggering number of submissions, the overwhelming majority of which are rejected. Furthermore, national publications aren’t automatically the most strategic place to reach the audience you are trying to engage. Think local!

Follow submission rules. Most newspapers have submission guidelines for op-eds and letters online in the “opinion” section of their website, and most newspapers will want an op-ed exclusively. Be careful to read the guidelines for submission (this includes word count, which can vary from publication to publication!) and only submit to one place at a time if they require exclusivity.

Follow-up. Give the paper a few days to consider your submission and feel free to follow-up for a firm yes or no. If you don’t receive a response within roughly five business days of submitting, you can generally assume that you can move the piece elsewhere.

Make edits. If a paper accepts your writing, they will want to edit it, and you should be accepting of most changes. If you’ve been working to place a piece for a while, edit and update it as you go.

Sample pitch:

At the beginning of this op-ed, Terry introduces himself and briefly explains the theme of his op-ed: teacher appreciation must extend beyond giveaways.

To the editor:

My name is Terry Jones, and I’m a math teacher at Fort Lupton Middle School. Earlier this week, I attended the White House celebration commemorating Teacher Appreciation Week, and I am submitting for consideration an op-ed about how our society values—or doesn’t value—educators and why appreciating teachers needs to be about so much more than free burritos.

I can be reached at tsjones49@gmail.com or 555-377-2419 and I’m happy to answer any questions you may have.

Thank you in advance for your consideration.

Best,
Terry Jones
A black principal says what it takes to produce more black teachers

Catalyst Chicago

JANUARY 6, 2016

By Robert Croston

No, I'm not writing binary code.

These numbers represent the number of black male teachers that I had between kindergarten and college. That’s zero in elementary school, one in high school and one in college.

Two of my nieces attend two different comprehensive high schools located in the south suburbs of Chicago. I recently asked them about black male teachers at their schools. One niece, a freshman, could not name a single one. My second niece, a junior, could only recall black male educators working as substitute teachers while coaching athletics. It’s been nearly 15 years since I graduated high school, and it appears that little has changed.

As a black male myself, my chances of being incarcerated are 1 in 3, far higher than the 1 in 25 chance of my having a black male teacher at any point in my educational career. To be fair, three of my K-12 school administrators were black males. Even the superintendent of Milwaukee Public Schools at the time of my enrollment was a black male, Howard Fuller. Yet there is more hard work to be completed to diversify the teacher workforce.

Fewer than 7 percent of educators nationwide are black. According to the National Center for Education Information Profile of Teachers in the U.S. 2011, only 6 of the 928 teachers surveyed for this nationally representative survey were black males.

Although black males make up only 9 percent of public school students nationwide, 20 percent of students considered to have significant cognitive impairment are black males.

That’s why a coalition of education groups are uniting around a national campaign called TeachStrong focused on elevating and modernizing the teaching profession, with a deliberate emphasis on diversifying the teaching workforce.
There are also groups intent on increasing the supply of Illinois teachers from low-income, minority families, including the Golden Apple Scholars program, which since 1989 has sponsored and supported more than 800 teachers who are still working in 500 needy schools statewide. And while half of those are teachers of color, only a small number are black males.

After introducing TeachStrong, the author explains why the coalition’s work is important.

Less than half of black male students graduate high school within four years, and 80 percent of students with individualized education programs are black and Latino males. With such damning odds against black male students, diversifying the teacher workforce cannot wait until college and job fairs. There must be a sense of urgency. Educators can increase the pool of black male teacher candidates by delivering learning experiences that guarantee that all black males are reading at grade level by 3rd grade.

The effects of urban poverty have been considered more detrimental to urban youth than crack cocaine. The intentional redlining and racial segregation of urban spaces also contributes to the limited opportunities and outcomes of black males. Even so, if we are going to reduce the impact of social class on urban education and increase the number of black males in the profession, educators of black males have a responsibility to celebrate black males every day.

Before closing, the author includes a call to action.

Schools have to do more to support our black male students than merely expect them to fit into schools that are predominately white and female. Black males' experience should be recognized through studying the lives of Frederick Douglass, Richard Wright, and the Three Doctors. Not Chief Keef.

If we are going to diversify the profession of teaching, educators must assume a dogged determination to educate black males at a young age to be neighborly and scholarly, to stay engaged and to use teamwork. You do not have to be a computer scientist to figure out that the inner workings of our leading democratic institutions, public schools, are perpetuating the lack of diversity in our workforce. We have to teach strong.

The author ends with a strong, catchy closing line.

Robert Croston is the Harvard-educated principal of Jenner Academy of the Arts, a neighborhood school on the Near North Side and a youth leader at his local church. He lives on the South Side of Chicago with his wife, Sheena.
LETTER TO THE EDITOR STRATEGY

Every day, newspapers and media outlets across the country publish stories that may cover teacher compensation, teacher shortages, or teacher preparation programs. Each of these stories is an opportunity for a TeachStrong letter to the editor.

Letters to the editor aren’t incredibly challenging to place—reporters and papers love to broadcast that someone is reading their publication, and cares enough to respond. They’re also short, ranging from 100 to 200 words.

SAMPLE LETTER TO THE EDITOR

“What If America’s Teachers Made More Money?” by Alia Wong

*The Atlantic*

February 18, 2016

*The Atlantic* has consistently documented the ways in which teachers are shortchanged, and this piece highlights that there is more to the problem than teacher pay. From preparation and new teacher supports to compensation structures and leadership opportunities, the systems in place designed to support teachers are failing short. This leads to problems with job satisfaction and retention among teachers, and only increasing teacher pay won’t be enough to keep good teachers in the classroom.

Last month, Acting Secretary John King and President Obama both made it clear that they want to do more to meaningfully support all teachers. Teachers are, after all, the number one in-school factor affecting student success.

But what are the current presidential candidates going to do about the teaching profession? The year 2016 will welcome a new administration, and it will be incumbent upon the new president and the new secretary of education to put forth bold, new ideas to modernize and elevate the teaching profession.

As an educator and a #TeachStrong Ambassador, I want to know how our future president and his or her administration will meaningfully support current classroom teachers and also recruit and retain the best and the brightest young people into the classroom.

Stephenie Johnson

Washington, D.C.

*The writer taught fifth grade in Baton Rouge, Louisiana, and now lives in Washington, D.C.*
Social media sites are another great way to shape the conversation and contribute to the public discourse around the teaching profession. The use of social media in today’s campaign strategies is not only important—it is critical. Millions of people are involved in using social networks daily, presenting the opportunity to be in touch with large numbers of people quickly, constantly, and at a low cost.

Throughout the campaign, TeachStrong Ambassadors, Champions, and Advocates will tweet positive messages supporting TeachStrong, promoting the nine principles, and using personal experiences to connect with the campaign.

See Twitter do’s and don’ts, tips, and sample tweets below.

**Follow the conversation at #TeachStrong on Twitter.**
TIPS FOR CLICKS

ADD PHOTOS & VIDEOS
It’s not surprising to anyone—especially teachers—that tweets with photos and videos are more engaging. Users engage with tweets 5 times more if a photo or video is included and retweet them twice as much.

USE NUMBERS & LINKS
Tweets with numbers and statistics get more clicks and reach than those without them. Tweets with interesting links are more likely to get retweeted and help expand your reach. 70% of all re-tweets contained a link of some kind.

JUST ASK!
Asking people to like, follow, or retweet is very effective. Adding “please retweet” to your tweets gets you 4 times more retweets. Also, using action verbs like watch, click, check out, etc. will get you more clicks if you use them in your tweets.

Anatomy of a Tweet
Overview

The #TeachStrong coalition believes that all students deserve to be taught by great teachers: http://teachstrong.org/

The #TeachStrong coalition believes we must modernize and elevate teaching so all students have excellent teachers: http://teachstrong.org/

In order to #TeachStrong, classroom teachers must be supported through all stages of their careers: http://teachstrong.org/

The no.1 in-school factor affecting student success? Teachers. It’s time to make the profession a priority: http://teachstrong.org/ #TeachStrong

What is #TeachStrong? A campaign to modernize and elevate the teaching profession. Read more here: http://teachstrong.org/about/

What is #TeachStrong? Follow the hashtag and visit http://teachstrong.org/ to find out!

Highlighting principles

Principle 1: Identify and recruit more diverse teacher candidates with great potential to succeed: http://teachstrong.org/#principles #TeachStrong

Principle 2: Reimagine teacher prep, root it in practice, with high standards for all candidates: http://teachstrong.org/#principles #TeachStrong

Principle 3: Raise the bar for licensure so it’s a meaningful measure of readiness to teach: http://teachstrong.org/#principles #TeachStrong

Principle 4: Increase compensation in order to attract and reward teachers as professionals: http://teachstrong.org/#principles #TeachStrong

Principle 5: Provide support for new teachers through induction or residency programs: http://teachstrong.org/#principles #TeachStrong

Principle 6: Ensure tenure is a meaningful signal of professional accomplishment http://teachstrong.org/#principles #TeachStrong

Principle 7: Provide significantly more time, tools, and support for teachers to succeed http://teachstrong.org/#principles #TeachStrong
Principle 8: Design professional learning to better address student and teacher needs/to foster feedback http://teachstrong.org/#principles #TeachStrong

Principle 9: Create career pathways that give teachers opportunities to lead and grow professionally http://teachstrong.org/#principles #TeachStrong

Check out the TeachStrong principles at http://teachstrong.org/#principles and share: What does #TeachStrong mean to you?

**Ambassador op-Eds, blogs, and videos**

What do teachers want from their profession? Check out the #TeachStrong Story Project here to find out: https://goo.gl/s11HDZ

#TeachStrong Ambassador and @Urban_Teachers Fellow @amara_pinnock explains why supporting teachers supports students http://bit.ly/1XLFFs2

Why is the lack of Black male educators a problem for ALL students? #TeachStrong Ambassador @1robcee explains: http://bit.ly/1TRZduw

#TeachStrong Ambassador @GinaWilsonNBCT on why you should become a TeachStrong Advocate to elevate the profession! http://bit.ly/1U7gsXI

#TeachStrong Ambassador @MichaelJDunlea says we need to address teacher pay now to attract and retain great teachers http://bit.ly/1NtvCKx

**Candidates and elected officials**

.[Insert handle] What is your plan for ensuring all teachers have the support to #TeachStrong?

.[Insert handle] Do you think we need a national solution to modernize & elevate the teaching profession?

Teachers are no.1 in-school factor affecting student success, [Insert handle]! Kids need #TeachStrong

.[Insert handle] Increasing wages for teachers is crucial to elevating the teaching profession. #TeachStrong

Elevating the teaching profession is everyone’s issue: [Insert handle] what will you do to support #TeachStrong?
"Being a good educator can be a challenge but through a system of these supports, willing and motivated teachers can become effective educators."

Jenn Kouakou, 3rd Grade Teacher

"In order to take action, we must share TeachStrong on social media, focus on the nine principles, and even meet with elected officials. It is time to change the conversation in Michigan and beyond!"

Reetha Geurk, K-4 Resource Teacher

"I’ve come to believe that the only long-term solution to the human capital problem is to work on pipeline reform. I need high quality teachers who can see a future for themselves in the teaching profession."

Sujata Dhewett, School Founder

“There is a high demand for teachers of color and rarely am I able to attract a teacher of color to our school who fits the mission and has the skill sets needed to be successful."

Rob Croston, Jr., Principal, Chicago Public Schools
"The path to modernize and elevate teaching will no doubt be an arduous one. However, I am motivated and inspired to know that I will be one among many passionate and steadfast trailblazers who will help to bring about needed change!"

Okema Owens-Simpson, 6th Grade Teacher

"I am inspired to be a leader in the TeachStrong campaign in order to elevate the profession and place its importance as a top priority for my community, state, and country. The time is now and we need to create a sustainable model for the profession in recruitment, preparation, and compensation."

Shawn Hayes, Special Education Teacher

TeachStrong Ambassador Program
Our ambassadors come from all over the nation

"To radically improve K-12 education in the U.S. we must empower all teachers with the time, tools, and skills to do their jobs with excellence. Modernizing and elevating the teaching profession should be the number one educational policy issue of our time."

Maureen Torrez, Instructional Coach

www.teachstrong.org | #TeachStrong
The Path to Modernizing and Elevating Teaching

1. **Start**
   - Identify and recruit more teacher candidates with great potential to succeed, with a deliberate emphasis on diversifying the teacher workforce.

2. **Reimagine teacher preparation**
   - To make it more rooted in classroom practice and a professional knowledge base, with universal high standards for all candidates.

3. **Raise the bar for licensure**
   - So it is a meaningful measure of readiness to teach.

4. **Increase compensation**
   - In order to attract and reward teachers as professionals.

5. **Provide support**
   - For new teachers through residency and induction programs.

6. **Ensure tenure**
   - As a meaningful signal of professional accomplishment.

7. **Provide significantly more time, tools, and support for teachers**
   - To succeed, including through planning, collaboration, and development.

8. **Design professional learning**
   - To better address student and teacher needs, and to foster feedback and improvement.

9. **Create career pathways**
   - That give teachers opportunities to lead and grow professionally.

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The TeachStrong campaign is a movement to make modernizing and elevating the teaching profession the most pressing and significant education policy priority for our nation. The coalition is comprised of more than 60 education organizations that believe all students should be taught by excellent teachers who are supported through every stage of their careers.

www.teachstrong.org | #TeachStrong