



# Communications Toolkit

2022 Out of School Time Portal

March 14, 2022

# PURPOSE

We have created a [\*\*Norwalk Out of School Time Program Locator\*\*](#) as a resource for families to find programs that meet the needs of their children.

In the past, the program locator existed only for summer programs, but we have redesigned this program locator to share all before/after school and summer programs.

Our goal is that all Norwalk young people are connected to year-round, meaningful out-of-school experiences.

We hope that your organization can help us to market our new resource. This toolkit will guide you on how to share information over your social media accounts and on your websites over the next two weeks.

Thank you for your partnership.



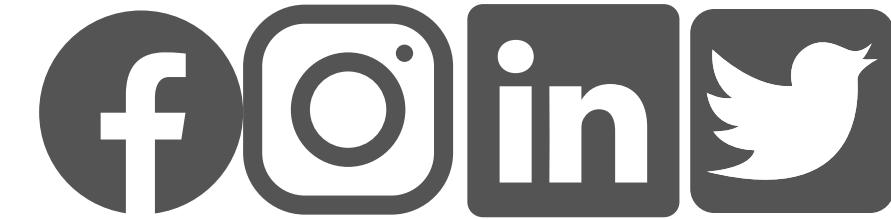
**PLAY & learn**

Out of School Time Program Locator

# SOCIAL MEDIA IDEAS

This toolkit contains resources and links to help you spread awareness about our new [OOST Portal](#).

- Feel free to use the samples below - or update to share more about your program(s) - for three or four posts over the next ten days. Post throughout the Spring to grow your programs! Please share Norwalk ACTS' posts about the OOST Portal when you see them on your socials.
- When you post to social media, be sure to tag Norwalk ACTS' accounts on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) so we can help you spread the word. Please use the #NorwalkACTS and #NorwalkOOSTPortal hashtags to stay connected with us.
- Please remember to use an image with each post. You can use the images provided [here](#), also linked below, or your own!



## SOCIAL MEDIA COPY

1. Are you overwhelmed when it comes to finding summer and after school programs for your children? Norwalk ACTS Out of School Time Program Locator at <https://bit.ly/NorwalkACTSOOST> features these opportunities, which you can search and find the perfect and meaningful program for your child!
2. Learn about Norwalk's after school and summer programs with the all-new Out of School Time Program Locator, a resource created by Norwalk ACTS. We hope all of our community's young people can have meaningful, year-round out of school time experiences. Check it out at: <https://bit.ly/NorwalkACTSOOST>.
3. A brand new resource from Norwalk ACTS is now available for Norwalk families to find local summer and out of school time programs and opportunities for their children! Learn more about our [your program(s)] at the Out of School Time Program Locator at <https://bit.ly/NorwalkACTSOOST>.
4. Did you know that you can search for local summer programs and out of school time opportunities for your children? Our [your program(s)] is featured on Norwalk ACTS' new resource, the Out of School Time Program Locator; <https://bit.ly/NorwalkACTSOOST>.

## GRAPHICS

All graphics are hyperlinked so that you can download the content you want.

### [SOCIAL MEDIA POSTS](#)

1. [Social Media Post 1](#)
2. [Social Media Post 2](#)
3. [Social Media Post 3](#)
4. [Social Media Post 4](#)
5. [Social Media Post 5](#)

### [SOCIAL MEDIA STORIES](#)

1. [Social Media Story 1](#)
2. [Social Media Story 2](#)

### [FLYERS - PDF](#)

1. [English](#)
2. [Spanish](#)
3. [Creole](#)

### [FLYERS - PNG](#)

1. [English](#)
2. [Spanish](#)
3. [Creole](#)

### [WEB BADGE](#)

1. [Web Badge](#)

**If you have any questions, please email**

**[info@norwalkacts.org](mailto:info@norwalkacts.org)**