



#1stDayVPK Social Media Campaign

- OEL developed a statewide initiative for celebrating the first day of VPK. This parent engagement activity is aimed at making the first day of VPK special for children and families. ([See July 2017 Parents' Pages article about #1stDayVPK.](#))
- All Coalitions and VPK providers are encouraged to participate.
- Creativity is encouraged. Use your imagination! This is an opportunity to let your program, families, children, and our Coalition shine.
- Make sure you have photo releases for each child/family. ([Click here](#) for a generic photo release to be used in your center.)
- Consider making your own paper sign or use the OEL sign (shown above). You can look at our Pinterest page at <https://www.pinterest.com/elcnwf/> or visit the Pinterest page for the Office of Early Learning at <https://www.pinterest.com/flearlylearning/>.
- On the first day of your VPK Program, help parents take pictures of their child with a special VPK sign. Either use their camera/phone to take their picture, or use your own resources.
 - Upload pictures to your Facebook page, and use the hashtag #1stDayVPK.or send pictures to us at redline@elcnwf.org.
 - If you send pictures to us, use the subject line “#1stDayVPK,” and include a note about the child having a photo release so we can print it for our records. Also, include your full name and the name of your center so we can share that information on Facebook.
- If you have any questions about this fun and engaging event, email redline@elcnwf.org, and we will be happy to answer questions, offer advice, or support you as you celebrate our VPK students and their families on the first day of VPK.
- For an additional family engagement activity, consider helping children create a keepsake to give as a gift to parents in the future. See examples below or [visit our Pinterest page](#).

