



Social Media Toolkit

This kit provides sample posts for each key area of the data, followed by state-specific posts you can localize with your state data. [Access your state data directly to insert.](#)

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Summer

Participation/Unmet Demand

Suggested Graphics: [Access to Summer](#) | [Participation Summer](#)

- New #AA3PM data shows participation in summer programs is higher than ever, but the demand is far from being met. For every child in a program, there's another child waiting to get in. www.aa3pm.co/summer
- For families, affordable summer programs and camps can be a lifeline. Yet, unmet demand for summer programs is high. For every child in a summer program, there's another child waiting to get in. www.aa3pm.co/summer

- Parents of nearly 14 million children wanted a summer program for their children but could not access one. What do parents in your state want? Check out new summer #AA3PM data: www.aa3pm.co/summer
- Nearly 8 in 10 programs say they'll be open for kids this summer. But providers are worried. Learn more in the new summer #AA3PM report: www.aa3pm.co/summer
- Parent demand for summer programs is high - but more than 8 in 10 providers (82%) are concerned about their program's long-term funding and future due to COVID-19. Learn more about the state of #summerlearning programs: www.aa3pm.co/summer

State Data

- Summer programs are in high demand in [STATE], with [##] children left without access to a program. See new #AA3PM data on summer in [STATE] www.aa3pm.co/summer
- Parents of [##] children in [STATE] wanted a summer program for their children but could not access one. See what [STATE] parents say about summer opportunities for their kids: www.aa3pm.co/summer

Benefits of Summer Programs/Parent Views and Satisfaction

Suggested Graphics: [Bipartisan Support](#) | [Parent Investment Support](#)

- New #AA3PM data finds 95% of parents are satisfied with their child's summer program. Parents value opportunities for children to explore different activities, spend time outdoors, & connect with their peers. www.aa3pm.co/summer
- Parents have a vision for their child's #summerlearning program - and want it to be different than the school year. Three in four parents value academic support, but 9 in 10 prioritize opportunities to build life skills, be physically active, and experience a variety of activities. www.aa3pm.co/summer

State Data

- [%] of [STATE] parents surveyed are satisfied with their child's summer program. Parents value opportunities for children to be active, make meaningful connections, and explore different activities -- experiences that are even more important during this summer of recovery. www.aa3pm.co/summer
- Grades are in - and [%] of [STATE] parents surveyed give summer programs in our state high marks! This summer, programs are even more important to give kids the chance to reconnect and re-engage with their peers through fun, hands-on experiences. #AA3PM www.aa3pm.co/summer

Inequities and Barriers to Accessing Programs

Suggested Graphics: [Access to Summer](#)

- Why aren't more kids in summer programs? New #AA3PM data show cost is a major factor. Two in five parents who did not enroll their child in a program said it was because programs were too expensive. www.aa3pm.co/summer
- Structured summer programs provide students with rich opportunities to re-engage with learning & accelerate recovery, but 44% of low-income families without a child in a summer program cite cost issues, 23% report transportation issues & 23% report lack of awareness as barriers to participation this year. www.aa3pm.co/summer
- New #AA3PM data finds that only 1 in every 4 children enrolled in a summer program was from a low-income family. Equitable access to structured summer programs means more students are able to benefit from social & emotional recovery tools as well as academic help, especially in communities hard hit by the COVID-19 pandemic. www.aa3pm.co/summer
- Kids from low-income families are more likely to miss out on summer programs. Families in the highest-income bracket spend 5x more on out-of-school time activities each year than families in the lowest-income bracket. Learn more about challenges accessing #summerlearning: www.aa3pm.co/summer

Support for Funding Summer Programs

Suggested Graphics: [Bipartisan Support](#) | [Parent Investment Support](#)

- Families want summer programs funded! New #AA3PM data shows parent support for public funding of summer programs climbs to 88%. Investment in summer programs means more equitable access to programs that provide children with safe & structured activities, access to healthy meals, & safe transportation. www.aa3pm.co/summer
- Public funding for summer programs receives strong bipartisan support from parents. 88% agree that funding opens up valuable opportunities for youth this summer. www.aa3pm.co/summer

State Data

- Nationwide, parents support public funding for summer programs and [STATE] agrees! [%%] of parents are in favor of investment in #summerlearning opportunities. <https://aa3pm.co/>

- [%%] of [STATE] parents want summer programs funded. Help kids re-engage, recharge, and rebound from the pandemic by investing in summer enrichment. www.aa3pm.co/summer

Afterschool

Unmet Demand

Suggested graphics: [Demand is skyrocketing](#) | [1 in 3 waiting to get in](#) | [24.6 million](#)

- New #AA3PM report reveals that demand for afterschool has never been higher. As children face learning loss & isolation from the pandemic, afterschool programs have a key role to play in recovery. Check out the full report: <https://aa3pm.co/>
- Nationwide, the unmet demand for afterschool programs has grown by 60% since 2004 - leaving nearly 25 million children waiting for a program today. Youth can't wait any longer when we know #AfterschoolWorks. Read more #AA3PM data <https://aa3pm.co/>
- Unmet demand for high-quality afterschool programs has reached an all-time high. For every child in an afterschool program, 3 more are waiting to get in. Learn more about the demand crisis in the new #AA3PM report: <https://aa3pm.co/>
- Despite record-high demand for afterschool across the country, opportunities to participate in afterschool programs are shrinking. Nearly 25M children are waiting for an available program but can't access one due to more reported barriers than ever. #AA3PM <https://aa3pm.co/>
- Unmet demand for afterschool programs has skyrocketed, leaving nearly 25 million children waiting to get into an afterschool program. New #AA3PM report reveals the struggles families are facing nationwide. <https://aa3pm.co/>
- A lack of affordable afterschool programs is hitting America's families hard. For every child in a program, 3 are waiting to get in. Learn what's happening in #AA3PM. <https://aa3pm.co/>

State Data

- New #AA3PM report reveals that demand for afterschool in [STATE] has never been higher. With the impacts of COVID-19 on learning loss & isolation, we know that the need is now even greater for high-quality afterschool. Check out the full report: [\[INSERT STATE LINK - FOLLOW HERE\]](#)

- [STATE] parents know #AfterschoolWorks, but for every one child in an afterschool program [##] are waiting to get in! More investment in afterschool programs are needed to keep up with the growing demand. #AA3PM [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- Demand for afterschool programs is high in [STATE]. [##]% of parents say they would enroll their child in an afterschool program if one were available. #AA3PM [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- New #AA3PM data shows there are now [#####] children in [STATE] waiting to get in an afterschool program. See what's happening in [STATE] After 3PM. [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- Despite growing demand, new #AA3PM data shows there are still [#####] children alone and unsupervised after school in [STATE]. Parents know #AfterschoolWorks, but opportunities are shrinking. [\[INSERT STATE LINK - FOLLOW HERE\]](#)

Parent Satisfaction/Benefits of Afterschool

Suggested graphics: [Parent satisfaction](#) | [afterschool benefits](#)

- Parent satisfaction for afterschool programs has topped 94%, with parents nationwide citing wide-ranging benefits for kids' learning and well-being. As our nation faces the challenge of addressing learning loss and isolation from COVID, these programs are more important now than ever. #AA3PM <https://aa3pm.co/>
- #AA3PM survey results show that parent satisfaction is at an all-time high. Check out what parents are saying about the ways #AfterschoolWorks: <https://aa3pm.co/>
- New #AA3PM report shows that afterschool programs deliver on the concerns parents care about most - caring staff and a safe environment that supports their needs. <https://aa3pm.co/>
- 83% of parents surveyed said they trust afterschool programs to give parents peace of mind while working after 3PM, knowing their child is in a safe, supportive environment. #AA3PM <https://aa3pm.co/>
- Parents report programs help children build social skills, reduce screen time, and have more opportunities for physical activity - benefits that have become all the more important during COVID. Check out the full #AA3PM report: <https://aa3pm.co/>
- #AfterschoolWorks for working parents. More than 8 in 10 parents surveyed said that afterschool helps parents keep their jobs in new #AA3PM report. Learn more about the benefits of afterschool: <https://aa3pm.co/>

- Among the benefits of afterschool, more than 8 in 10 parents recognize how afterschool help working families keep their jobs. Learn more about the benefits of afterschool: <https://aa3pm.co/>
- New poll finds parents are concerned about their kids staying on track in school, social and emotional well-being, friendships, screen time, and getting enough physical activity while facing COVID-19. #AfterschoolWorks to provide these benefits and more! <https://aa3pm.co/>
- Kids & parents know that #AfterschoolWorks! Afterschool:
 - ✓ Builds life skills,
 - ✓ Sparks excitement about learning,
 - ✓ Keeps kids safe & away from risky behaviors,

And much more! Check out the #AA3PM report to see what people are saying about how #AfterschoolWorks: <https://aa3pm.co/>

*** *Swap out other top benefits for kids in future posts:*

- *Opportunities for physical activity, STEM learning opportunities, Homework or academic help, Music & arts opportunities*
- Overwhelmingly, parents recognize that #AfterschoolWorks because of the many benefits it provides - from helping kids engage with peers, to reducing screen time, improving interest in #STEM, and avoiding risky behaviors. #AA3PM <https://aa3pm.co/>
- 94% of #AA3PM parents agree - #AfterschoolWorks! Check out the new #AA3PM report to learn more about why the demand for afterschool is growing: <https://aa3pm.co/>
- Unmet demand for afterschool programs is surging as parents give programs high marks for helping children and families. Learn why the demand for afterschool is growing in the new #AA3PM report: <https://aa3pm.co/>

State Data

- [%%] of parents in [STATE] say they are satisfied with their child's afterschool program. As kids & families continue to struggle with the long-term impacts of COVID, these programs are more important now than ever to recovery. #AA3PM [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- Overwhelmingly, [STATE] parents recognize that #AfterschoolWorks because of the many benefits it provides - from helping kids engage with peers, to reducing screen time,

improving interest in #STEM, and avoiding risky behaviors. #AA3PM [\[INSERT STATE LINK - FOLLOW HERE\]](#)

- [%%] of [STATE] parents surveyed said they trust afterschool programs to give them peace of mind while working after 3PM, knowing their child is in a safe, supportive environment. #AA3PM [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- #AfterschoolWorks for working parents. More than [XX] in 10 [STATE] parents surveyed said that afterschool programs help working parents keep their jobs in new #AA3PM report. Learn more about the benefits of afterschool: [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- [STATE] parents know #AfterschoolWorks! [STATE] parents surveyed by #AA3PM reported high satisfaction (%%) in their child's program! [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- Afterschool programs are a lifeline to [STATE] parents who are balancing work with their children's safety and education. #AA3PM data from [STATE] shows that parents rely on afterschool to keep their kids safe while they are at work. [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- Kids & parents in [STATE] agree, #AfterschoolWorks to:
 - ✓ Builds like skills,
 - ✓ Sparks excitement about learning,
 - ✓ Keeps kids safe & away from risky behaviors,

And much more! Check out the #AA3PM report to see what people are saying about how #AfterschoolWorks: [\[INSERT STATE LINK - FOLLOW HERE\]](#)

*** *Swap out other top benefits for kids in future posts:*

- *Opportunities for physical activity, STEM learning opportunities, Homework or academic help, Music & arts opportunities*

Inequities/Barriers to Afterschool

Suggested graphics: [Families struggle to afford afterschool](#) | [Unmet demand](#) | [Participation dropped](#) | [1 in 3 waiting to get in](#)

- COVID-19 has laid bare deep inequities. New #AA3PM data shows that the same communities impacted most by COVID are also most likely to miss out on afterschool programs. Read the full #AA3PM report: <https://aa3pm.co/>
- Parents know #AfterschoolWorks, but today more families are struggling to afford and find a high-quality program. Learn more about the barriers to afterschool in the 2020 #AA3PM report: <https://aa3pm.co/>
- Demand for afterschool is growing faster than ever, but opportunities to access afterschool programs are shrinking - especially for children in low-income households. New #AA3PM data paints a grim picture of inequities. <https://aa3pm.co/>
- New #AA3PM data finds more families than ever are struggling to afford & find an afterschool program. Black & Latinx children are disproportionately affected. >50% of these parents nationwide say they would enroll their child if a program were available. <https://aa3pm.co/>
- Families in the highest income bracket spend on average 5x as much on out-of-school-time activities than families in the lowest income bracket, leading to a widening opportunity gap. Learn more about afterschool in America from #AA3PM: <https://aa3pm.co/>
- We know #AfterschoolWorks, but kids from families in the lowest income neighborhoods are more likely to miss out on these high-quality programs due to cost, access, and lack of available programs. Read the #AA3PM report for more on the afterschool demand crisis: <https://aa3pm.co/>
- Cost, safe transportation, & lack of available programs remain the biggest barriers to accessing afterschool programs, especially for families in the lowest income neighborhoods. #AA3PM data reveals the inequities & barriers to afterschool participation: <https://aa3pm.co/>

State Data

- More parents are reporting barriers to accessing afterschool programs in [STATE] than in 2014. Demand is growing for afterschool programs, but opportunities are shrinking at a time when they are needed most. #AA3PM #AfterschoolWorks [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- [#]% of [STATE] parents said a reason why their child is not in an afterschool program is because they are too expensive. We need to reverse the trend and make sure there are more affordable options. Learn more about #AA3PM [\[INSERT STATE LINK - FOLLOW HERE\]](#)

- [%%] of parents reported that afterschool programs are not available in their community - a [%%] increase since 2014. New #AA3PM data shows how afterschool opportunities in [STATE] are not keeping up with demand. [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- At [%%], more [STATE] parents than ever are reporting that a lack of access to safe transportation is a barrier to their child participating in an afterschool program. #AA3PM [\[INSERT STATE LINK - FOLLOW HERE\]](#)

Support for Afterschool

Suggested graphics: [Bipartisan support](#) | [Parent satisfaction](#) | [Afterschool benefits](#)

- 87% of #AA3PM parents AGREE: Congress should provide funding for afterschool programs. Support for afterschool is strong because parents know #AfterschoolWorks! <https://aa3pm.co/>
- Over 87% of all parents surveyed in the new #AA3PM report support public funding of afterschool programs to expand opportunities for students because they know #AfterschoolWorks! <https://aa3pm.co/>
- More parents than ever say that they are in favor of expanding public funding for afterschool programs to combat learning loss & isolation caused by COVID-19, and help parents return to work. #AfterschoolWorks #AA3PM <https://aa3pm.co/>

State Data

- The #AA3PM results are in and [%%] of [STATE] parents agree - public funding should be used to expand afterschool and out-of-school time opportunities, especially in communities that face the largest barriers to access. #AfterschoolWorks [\[INSERT STATE LINK - FOLLOW HERE\]](#)
- [STATE] families were surveyed and we all agree! Increasing funding for afterschool programs gets overwhelming bi-partisan support from XX% of [STATE] parents. [\[INSERT STATE LINK - FOLLOW HERE\]](#)

Parent Views of Afterschool During COVID

Suggested graphics: [Bipartisan support](#) | [Parent satisfaction](#) | [Afterschool benefits](#)

- Afterschool programs support virtual learning, help kids overcome COVID learning loss, and help parents return to work. New survey data shows that 77% of parents want Congress to fund afterschool to support kids during remote learning. #AA3PM <https://aa3pm.co/>
- Afterschool programs are rising to the moment during the COVID-19 crisis, yet 3 in 5 programs report they are in jeopardy of closing permanently or laying off staff. Our kids need more investment, not less! <https://aa3pm.co/>
- New #AA3PM survey data shows parents are concerned about their children staying on track through the COVID-19 pandemic. Afterschool programs across the country are stepping up to serve kids & mitigate learning loss. #AfterschoolWorks <https://aa3pm.co/>

State Data

- Programs like [EXAMPLE PROGRAM] is a great example of why support for afterschool in [STATE] is so strong. Parents see afterschool as a vital lifeline during and beyond the COVID-19 pandemic. #AA3PM [\[INSERT STATE LINK - FOLLOW HERE\]](#)

Black and Latinx Fact Sheets

- Just Released: New #AA3PM fact sheets uncovering the state of afterschool for Black and Latinx families. Based on responses from parents, Black and Latinx families face the greatest barriers to accessing afterschool programs. Check out all the data on our #AA3PM dashboard: <http://www.afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- New #AA3PM survey finds that unmet demand for afterschool programs remains high in the Black community – more than half of all Black children who are not enrolled in an afterschool program would be in a program were one available. <http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- #AA3PM report finds that 4 million children in the Black community do not have access to an afterschool program and reveals deep inequities in out-of-school time resources. <http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- While parents in the Black community recognize the many benefits of afterschool programs – for both students and working families – they face greater barriers to participating, , citing cost, transportation, , and access as roadblocks. <http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- 58% of Black parents say their child doesn't have a safe way to get to/come home from afterschool programs in new #AA3PM report, remaining a chief concern among black

families who want to access afterschool programs for their children. Learn more:
<http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>

- #AA3PM report finds that 6.5 million children in the Latinx community do not have access to an afterschool program and face greater barriers to accessing programs –revealing deep inequities in out-of-school time resources. More details at:
<http://afterschoolalliance.org/AA3PM/data/topic/Latinx%20Communities/overview>
- New #AA3PM report finds that 1 million more Latinx children are without access to an afterschool program than in 2014. We need to reverse the trend and make sure every child has access to an affordable, high-quality afterschool program.
<http://afterschoolalliance.org/AA3PM/data/topic/Latinx%20Communities/overview>
- Latinx and Black parents agree – afterschool programs keep kids safe, provide opportunities to engage with peers & reduce screen time, and help children gain interest/skills in #STEM programs! Read more #AA3PM findings from Latinx families:
<http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>

Middle School

- We need to think about our kids' recovery now. 2 in 3 parents of middle school students are concerned about their child staying on track in school. Afterschool programs can be a vital lifeline for our youth now & a critical part of an all-hands-on-deck recovery.
#AA3PM
http://www.afterschoolalliance.org/afterschoolsnack/America-After-3PM-Middle-School-Youth_02-03-2021.cfm
- 5 in 6 parents of middle school students agree that young people deserve access to quality afterschool and summer programs. But we are far from meeting the need. For every 1 middle school student in afterschool, 3 more are waiting to get in. #AA3PM
http://www.afterschoolalliance.org/afterschoolsnack/America-After-3PM-Middle-School-Youth_02-03-2021.cfm
- Parents agree that afterschool programs can help their middle school student build critical life skills that will help them succeed in high school – like building confidence and learning responsible decision making. Skills kids will need now more than ever. #AA3PM
http://www.afterschoolalliance.org/afterschoolsnack/America-After-3PM-Middle-School-Youth_02-03-2021.cfm
- Facing unprecedented challenges, afterschool programs like [NAME] responded to meet the needs of students & families, like supporting remote learning & delivering meals. 70% of parents of middle schoolers say they now appreciate afterschool providers more than ever. #AA3PM

http://www.afterschoolalliance.org/afterschoolsnack/America-After-3PM-Middle-School-Youth_02-03-2021.cfm

- #AA3PM data finds a majority of parents agree that afterschool programs help young people become more interested in school & reduces unproductive screen time. Yet still, for every 1 middle school student in an afterschool program, 3 more are waiting to get in.
http://www.afterschoolalliance.org/afterschoolsnack/America-After-3PM-Middle-School-Youth_02-03-2021.cfm