

## “Teachers: Leaders Shaping Lives” - PSA Toolkit

---



The following resources will help advocates, stakeholders, and supporters spread the impact of our PSA to celebrate teachers and inspire a new generation of talented, diverse individuals to enter the field of education. **You can preview the PSA and download files [here](#), or find it on [YouTube](#).**

### PSA Toolkit Resources:

1. [PSA Overview](#): Explains why we developed this PSA message, an overview of the messaging, and the partners who created it.
2. [Social Media Promotion Guidance](#): Social media guidance for amplifying views and shares of the PSA on Facebook, Instagram, Twitter/X, and LinkedIn.
3. [Email Outreach Copy](#): Copy templates announcing the PSA that can be used in partner or advocate communications channels that reach prospective or current teachers.
  - a. Short form - for newsletters and other compilations
  - b. Long form - for use as a standalone email about the PSA
4. [Media Outreach Templates](#): Draft copy that can be used to send emails to contacts working in media to request that they air the TV and radio PSA spots.
5. [Event Slides](#): Slides that introduce the PSA with an embedded video link and suggested discussion questions for use during in-person and online events.
6. [PSA Discussion Guide](#): Instructions to show the PSA, with prompts for hosts, panelists, and/or participants to share perspectives that can motivate people to consider teaching.

A campaign supported by The U.S. Department of Education, TEACH.org, One Million Teachers of Color, and the Hunt Institute

7. [PSA Talking Points:](#) Information about the PSA and suggested talking points for spokespeople who may be interviewed about the PSA
8. [Teachers: Leaders Shaping Lives Video Files:](#) Original video files that can be used in contexts where prospective teachers can view them. Use cases include but are not limited to:
  - a. Embedding/posting to websites or digital blackboards
  - b. Played on screens at college sporting events
  - c. Digital screens or billboards where prospective teachers gather, such as university or high school campuses
  - d. As preview ads at local movie theaters