

Student Attendance Toolkit



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Use this toolkit to plan communications, such as social media, emails, newsletters, blogs, podcasts, and website content to your audience about this NYC Public Schools campaign. Please note that advertising collateral and horizontal videos are available in the thirteen languages covered by NYC Public Schools.

September is Attendance Awareness Month, an opportunity to highlight the importance of showing up to school every day. Regular attendance helps students stay connected to learning, their peers, and their school community. Because attendance is influenced by many factors, NYC Public Schools (NYCPS) is committed to partnering with families and communities to address challenges and ensure students have the support they need to succeed.

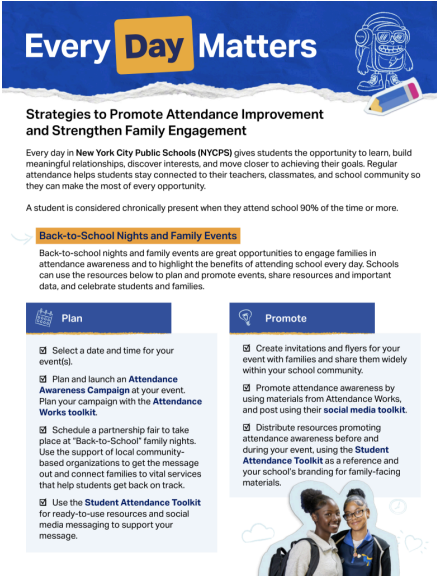
Use the messaging and resources in this toolkit to inform families on the importance of keeping students in school every day and helping them access the support they need throughout the school year.

Learn more: on.nyc.gov/EveryDayMatters

Assets and Resources

Resources for Schools

Download:  School Resources

School Resources	
Name	Thumbnail
Instructional Guide for Schools Use this guide to plan and promote attendance awareness events, engage families, and share resources within your school community.	
Every Day Matters Family One Pager Share this one-pager with families to provide important attendance information. <i>Translations coming soon</i>	

School Resources

Name

Calendar Palm Card for Print

8.5" x 5.5"

Share this palm card with families and students to help them stay on track and informed about school calendar dates and closures.

Optional: Download the print-ready palm card file to share with your preferred printer. Schools and locations are responsible for printing and sharing the palm cards.

Translations coming soon

Thumbnail



Videos

Share these videos on your social media, website, newsletter, or blog. More videos are coming soon and will be added once they are available.

Videos		
Length	Thumbnail	Youtube Link
49 seconds		youtube.com/shorts/DXfXVHtiHA4
30 seconds		youtube.com/shorts/ffzrdDOQ0sU

Social Media Graphics

Download:  **Social Graphics**

Share on your social channels, or text message/WhatsApp to your audience!

Suggested messaging here: [Sample Social Media Messages](#)

Social Graphics



2026-27-Attendance-campaign-social-1



2026-27-Attendance-campaign-social-2



2026-27-Attendance-campaign-social-3



2026-27-Attendance-campaign-social-4



2026-27-Attendance-campaign-social-5



2026-27-Attendance-campaign-social-6



2026-27-Attendance-campaign-social-7



2026-27-Attendance-campaign-social-8

Sample Social Media Messages

Post #1 |

Post Image	Post Caption	Alt Text
 The image shows three students in white lab coats standing in a classroom. A blue banner with white and yellow text is overlaid at the bottom. The banner includes the 'Every Day Matters' logo, the 'NYC Public Schools' logo, and the 'CHRONICALLY PRESENT' logo. The banner also features icons of a person, a calendar, and a star.	💡 Did you know? September is attendance awareness month! Regular attendance helps students stay connected to their school community. If you need help getting your student to school, contact their school or call 311 for resources. Learn more: on.nyc.gov/EveryDayMatters	Three students in healthcare uniforms stand in a classroom or clinical training setting. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #2 |

Post Image	Post Caption	Alt Text
 The image shows two students in white lab coats and safety goggles working in a classroom lab. A blue banner with white and yellow text is overlaid at the bottom. The banner includes the 'Every Day Matters' logo, the 'NYC Public Schools' logo, and the 'CHRONICALLY PRESENT' logo. The banner also features icons of a person, a calendar, and a star.	Every school day matters, and your school community is here to support you. 🧤 Contact the parent coordinator at your school for support getting your student to school. Learn more: on.nyc.gov/EveryDayMatters	Two students wearing lab coats, safety goggles, and gloves conduct a science experiment at a classroom lab. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #3 |

Post Image	Post Caption	Alt Text
	We know that getting to school isn't always easy—but we're here to support you! There are several different options that students might use to travel to and from school. 🚌 For more information about available transportation services, visit: schools.nyc.gov/Transportation	Three elementary school students wearing matching blue school sweatshirts and paper hats. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #4 |

Post Image	Post Caption	Alt Text
	We miss you when you miss school! From hands-on science experiments to exciting school events, every day at school gives you an opportunity to shape your future. If you need help getting to school, contact your parent coordinator or 311. Learn more: on.nyc.gov/EveryDayMatters	Three students give thumbs up while standing together at a school event. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #5 |

Post Image	Post Caption	Alt Text
	Our schools are better when everyone is present! This Attendance Awareness Month, let's work together to make every school day count. If you need help getting to school, contact your parent coordinator or 311 for support. Learn more: on.nyc.gov/EveryDayMatters	Elementary students use colorful learning materials during a classroom activity. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #6 |

Post Image	Post Caption	Alt Text
	🍎 September is Attendance Awareness Month. At @NYCSchools, every day counts! Starting the school year strong can build healthy habits for long-term success. If you need help getting to school, contact your parent coordinator or 311. Learn more: on.nyc.gov/EveryDayMatters	A student works on a laptop in a classroom. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #7 |

Post Image	Post Caption	Alt Text
	Attendance matters! Being present isn't just about being in school, it's about the experiences that make it special: 🎨 an inspiring art class ⚽ a game you don't want to miss 🎤 a performance you've been practicing for 👉 or the friend who saved you a seat Need help getting to school? You can contact the parent coordinator for support. Learn more: on.nyc.gov/EveryDayMatters	A student holds a craft project during a classroom activity. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #8 |

Post Image	Post Caption	Alt Text
	Showing up every day can make a big difference! Each school day brings something new and gives students the opportunity to discover their interests. Need support getting to school? Reach out to your school's parent coordinator for assistance. Learn more: on.nyc.gov/EveryDayMatters	A student holds up a small clay pot. Text reads, "Every Day Matters." N Y C Public Schools logo.

If you would like messaging translations in one of the thirteen non-English languages mandated by NYC Public Schools, please send a request to digital@schools.nyc.gov.