

who cares about Kelsey?

Social Media Strategies

Here are social media strategies you can use to help get the word out about your *Who Cares About Kelsey?* event or broadcast. Customize these posts to your specific needs.

Social media strategies:

1. Share the tweets below on Twitter (and please follow us @WCAKelsey);
2. Share the blurb below on Facebook and on your website;
3. Put the short article below in an e-newsletter or blog.

Note: you can download photos and graphics for these posts and the newsletter article at www.whocaresaboutkelsey.com/press/press-kit and link to the film trailer at www.whocaresaboutkelsey.com.

Tweets:

Don't miss the important documentary "Who Cares About Kelsey?" Find out where you can see the film @WCAKelsey.

Apply for a FREE @WCAKelsey Education DVD: Host a screening in your community to support kids who struggle in school <http://bit.ly/1fwy3ES>

70% of teens with mental health needs don't receive needed support. @WCAKelsey documentary shows the way forward.

Too many teens with emotional/behavioral disabilities are in prison instead of school. @WCAKelsey shows what we can do to help.

Want to know why zero-tolerance policies are hurting the most vulnerable HS students? Watch @WCAKelsey to find out.

Hashtags

Listed below are some hashtags you can use in your social media outreach:

#spedchat
#ADHD / #ADD
#disability

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#speced
#education
#mentalhealth
#specialeducation
#edchat
#dropout
#dropoutprevention

Facebook Posts:

Make sure to catch the important documentary *Who Cares About Kelsey?*, which documents one student's struggles with emotional/behavioral challenges and shows innovative educational approaches that help students like her succeed.

Schools and organizations can also apply for a FREE *Who Cares About Kelsey?* Education DVD Kit to host a screening in your community and support kids who struggle in school. The WCAK Education DVD Kit contains the WCAK film, 11 mini-films, discussion guides, and educational materials (\$145 value).

Go to www.whocaresaboutkelsey.com for more broadcast info, the host-a-screening application and to watch the compelling film trailer.

Newsletter Article:

We want to highlight an important new documentary that relates to our work at <<YOUR ORGANIZATION>>. Dan Habib's *Who Cares About Kelsey?* documents Kelsey Carroll's struggles with learning disabilities and behavioral challenges, and shows innovative educational approaches that help students like her to succeed – while improving the overall school culture and climate.

When Kelsey Carroll entered high school, she was a more likely candidate for the juvenile justice system than graduation. Diagnosed with ADHD and carrying the emotional scars of homelessness and substance abuse, as well as the actual scars of repeated self-mutilation, Kelsey was volatile, disruptive and, by her own admission, "not a nice person" to be around. She failed every class her freshman year, and repeated her sophomore year.

During Kelsey's second sophomore year, a new school leadership team implemented Positive Behavioral Interventions and Supports (PBIS), a youth-directed planning process called RENEW, and other reforms to improve the school's

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culture and reduce the dropout rate. *Who Cares About Kelsey?* follows Kelsey through the ups and downs of her senior year and shows how her school's new approach towards students like Kelsey gave her the tools and the opportunity to succeed.

Make sure to catch this important documentary, which will be shown on local public television stations.

Schools and organizations can also apply for a FREE *Who Cares About Kelsey?* Education DVD Kit to host a screening in your community and support kids who struggle in school. The WCAK Education DVD Kit contains the WCAK film, 11 mini-films, discussion guides, and educational materials (\$145 value). If selected, you will also be able to Skype, email, or speak with filmmaker, Dan Habib, or Project Assistant, Kären Clausen, regarding your event planning.

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