

I care about ~~by~~ _____.

Social Media Kit

The *I Care By* Campaign

Facebook Post/Website brief

Announcing the I Care By campaign, inspired by the film "Who Cares About Kelsey?" If you care, you act. Make a difference in the life of a young person with emotional or behavioral challenges by going to ICareBy.org. Watch the 1-minute video and then take a simple action suggested on the site. Inspired by the nationally broadcast documentary film *Who Cares About Kelsey?*, the "I Care By" campaign gives educators, students, parents, policy makers and the general public specific actions to support students who struggle with emotional and behavioral challenges in school. Join the campaign at www.icareby.org, and on Facebook (facebook.com/wecareby) and Twitter ([@icareby](https://twitter.com/icareby)). Help make our schools and communities more supportive of ALL students.

Twitter Outreach (please use as many as possible)

Who Cares About Kelsey? film launches @ICareBy campaign: icareby.org. Take action to help kids with emotional challenges #ICareBy

Introducing the #ICareBy campaign at icareby.org. Share what you do to help students w/emotional challenges [@icareby](https://twitter.com/icareby) [#mentalhealth](https://twitter.com/mentalhealth)

If you care, you act. Take a simple action on icareby.org to help kids w/emotional and behavioral challenges [@icareby](https://twitter.com/icareby) [#ICareBy](https://twitter.com/ICareBy)

Students with “hidden disabilities” need action, not sympathy.
How do you show you care? #ICareBy icareby.org

@ChrisCooperActs cares about students with hidden disabilities.
Watch the video at icareby.org & take
action [@icareby](https://twitter.com/icareby) #ICareBy

The #ICareBy campaign is about DOING, not just SAYING at
icareby.org. How do you show you care about kids? [@icareby](https://twitter.com/icareby)
#WCAK

Share your voice; share your actions on icareby.org. Tell us how
you care about kids who struggle in school [@icareby](https://twitter.com/icareby) #ICareBy

Over 50% of students with emotional and behavioral challenges
drop out of school. Take action for change [@icareby](https://twitter.com/icareby) icareby.org

65% of students with emotional challenges are segregated from
general ed classes. [Icareby.org](http://icareby.org) to take action for
change [@icareby](https://twitter.com/icareby) icareby.org

Targeted tweets for various constituencies:

I'm a teacher and I show students that #ICareBy [*fill in the
action...*] [@icareby](https://twitter.com/icareby) icareby.org

I'm a social worker and I show students that #ICareBy [*fill in the
action...*] [@icareby](https://twitter.com/icareby) icareby.org

I'm a parent and I show my child that #ICareBy [*fill in the
action...*] [@icareby](https://twitter.com/icareby) icareby.org

I'm an educational leader and I show students that #ICareBy [*fill
in the action...*] [@icareby](https://twitter.com/icareby) icareby.org

I'm a student and I show my peers that #ICareBy [*fill in the
action...*] [@icareby](https://twitter.com/icareby) icareby.org

I'm a policy maker and I show that #ICareBy [*fill in the action...*]
[@icareby](#) icareby.org