Use Social Media to Promote Computer Science Education Week (CSEdWeek) and the Hour of Code

**Social media tips** that provide politicians and staff ideas to highlight CSEdWeek and Hour of Code and get constituents engaged in the effort.

**Post on Facebook**
Use your Facebook page to engage with the community and get them excited about CSEdWeek and the Hour of Code.

CSEdWeek has its own Facebook page -- [http://www.facebook.com/CSEdWeek](http://www.facebook.com/CSEdWeek), like it on Facebook. Include highlights from events you host, consider using the “Ask a Question” feature to get individuals to commit to participating in the Hour of Code.

**Sample Facebook Posts**
When the date of your event has been decided, announce it on Facebook and create a Facebook event that people can post that they are attending (if open to the public). Then begin a countdown in the status updates. *Please note that typing @CSEdWeek on Facebook will resolve in an autocomplete dropdown to say “Computer Science Education Week” and tag our Facebook page.

- 95% of students don’t even try to learn computer science. All it takes is one Hour of Code to start turning this around. Are you in? [http://csedweek.org/] #HourofCode
- What’s wrong with this picture? There’s a 3-to-1 gap between computing jobs and graduating students in the field, yet fewer students are learning computer science that a decade ago. Let’s make history this December. [http://csedweek.org/] #HourofCode
- Please join me for an Hour of Code during @CSEdWeek. [www.csedweek.org](http://www.csedweek.org) #HourofCode
- 90% of schools don’t teach computer science. Help us introduce 10 million students to this foundational field. All it takes is one Hour of Code [http://csedweek.org/] #HourofCode

**Tweet about CSEdWeek and Hour of Code**
Be sure to follow CSEdWeek on twitter – @CSEdWeek.

**Sample Tweets**
Before CSEdWeek, encourage your followers to join:

- Anyone can learn computer science, join me for the #CSEdWeek and #HourofCode. Sign up now [csedweek.org](http://csedweek.org).
- The Hour of Code is coming. Help introduce 10m students to computer science. What 90% of schools don’t teach. [http://csedweek.org](http://csedweek.org)
- I’m supporting the #HourofCode. Join me to make education history this #CSEdWeek [http://bit.ly/1fYXHo](http://bit.ly/1fYXHo)

Throughout the week:

- According to the Bureau of Labor Statistics, more half of all STEM jobs will be in computing occupations. #CSEdWeek #HourofCode
- Computer science is the highest paid college degree. #CSEdWeek #HourofCode
- Computing jobs are growing at twice the national average. #CSEdWeek #HourofCode
- Computing jobs pay 75 percent more than the national median annual salary. #CSEdWeek #HourofCode