



Explaining Common Core to Californians

Sample Tweets

These tweets illustrate how communicators might incorporate the campaign's themes of Future Preparation, Workforce Preparation, Cooking with Information, Skills Ropes, and more into an organizational Twitter feed. Most assume that an organization is sharing interesting, useful, or new information about Common Core implementation, highlighting good examples of CCSS-aligned instruction, assessment, professional development, etc. Treating tweets as "headlines" that lure a reader to click on the link is a good way to drive readers to content, and infusing tested frame elements into these headlines establishes the lens through which readers will view what they read when they get there. (Note that the links here are not live – they are placeholders for content that organizations want to share.)

Common Core goals work step-by-step toward what we need kids to know 2
be ready for college, work + life. Learn more: <http://samplelink> #CCSS

To #reclaimthepromise of schools we are working together on #CCSS implementation. See how: <http://samplelink>

Learning = construction project so teachers need strong scaffolding. This PD <http://samplelink> offers critical support, a #CCSS must!

Learning = braiding social/emotional/cognitive skills. #CCSS asks us to weave stronger, more flexible ropes #edchat

California jobs in 2024 will be new, different. #CCSS focus on 'cooking w information' is getting us ready: <http://samplelink>

#CCSS math weaves together procedural + conceptual knowhow. Here's a #STEM lesson plan to strengthens all strands: <http://samplelink>

Local #teachers weave together vocabulary instruction, informational text, complex text for #CCSS success: <http://samplelink>

#eltchat: how is #CCSS helping u be a mentor chef for kids as they cook w/ information? Share recipes, please!

Jobs of tmrw call 4 teamwork, communication. #deeperlearning takes off when districts support #CCSS curricula like <http://samplelink> #edchat

@panelists tackle big Q: how can wise assessments build kids diverse talents?
A: like drivers, use real-time data, keep eye on road <http://samplelink>
#commonsense