



PROJECT YEAR 3 FAMILY AMBASSADOR FACEBOOK GROUP

GUK Family Ambassador Facebook Group Goal Statement:

*GEAR UP Kentucky will provide an interactive forum on social media through which parents, family members, and other caring adults of GUK students can **convene, connect, and collaborate** with one another, in support of their students' college and career goals.*

DESCRIPTION

Welcome to the GEAR UP Kentucky Family Ambassador Facebook Group Page! This group is an interactive forum for parents, family members, and other caring adults of GEAR UP Kentucky students. It represents a safe "space and place," where we can come together, exchange information and ideas, and – ultimately – learn from one another. Our goal is to provide you with opportunities to discover and explore resources, ask questions, and connect with others, in whatever way you feel most comfortable.

GUIDELINES

1. **We encourage you to:**

- Share stories and tips about the ways in which you have improved the educational experience for your student, school/district, or local community.
- Seek advice from others on challenges that you have encountered with your student, school, or district.
- Provide links or information to resources that may help other parents, family members, or caring adults involved with a child's educational experience.
- Brainstorm creative ways to overcome obstacles or barriers to a student's educational experience.
- Promote this group as a source of support for other parents, family members, or caring adults of GEAR UP Kentucky students.

2. **We ask that you:**

- Refrain from sharing solicitation links for your business.
- Keep the conversation on-topic and aligned with the purpose of this group
- Participate in a kind, respectful, and solution-focused manner. People who attack other members, block Admins, or become disrespectful will be removed.
- Avoid political or religious-oriented conversations and abstain from the use of profanity.
- Refrain from sharing screenshots outside this group.

3. Members who violate the group rules above are subject to removal from the group, with or without warning. The use of any hate speech will result in immediate removal.



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GENERAL CONTENT

- 1. Themes:** Focus areas and/or a listing of key topics for each month, aligned with what's happening in GUK, the state, or the nation (e.g., National Family Engagement Month in November, National GEAR UP week in September, etc.) **This information will be housed in the GUK Content Calendar within MS TEAMS, to ensure consistency and help prevent duplication of GUK messaging/social media info*
- 2. Internal Marketing and PR Materials:** GUK-approved publications, products, or items that staff can use to promote and invite parents/family members to join the group (ex. social media images/posts, flyers, postcards, etc.) that staff can use to promote and invite parents/family members to join the group **This information will be housed in the GUK Content Calendar within MS TEAMS to ensure consistency and help prevent duplication of GUK messaging/social media info; other, PRN resources may be utilized, as applicable and appropriate*
- 3. Tools and Resources:** information / links to GUK partners, vendors, or affiliates, as well as tools or mechanisms used to promote events and activities aligned with GUK Family Engagement strategic plan areas (ex. National Council for Community and Educational Partnerships [NCCEP]; Council on Postsecondary Education [CPE]; National Association for Family, School, and Community Engagement [NAFSCE]; Prichard Committee for Academic Excellence; Commonwealth Institute for Parent Leadership [CIPL]; Dr. Deborah Gilboa, etc.). **This information will be maintained in the "Files" tab of the GUK Family Engagement & Leadership Channel within MS TEAMS, and updated on a minimum, quarterly basis.*