



Outreach Kit

HASHTAGS

Key hashtags: #LiteracyNow

LINK

All traffic should be linked to the website: <http://adulthoodliteracy.xprize.org/champions>

Greater Los Angeles - <https://goo.gl/forms/XjyWsaL9NXFlv2t03>

Greater Dallas - <https://goo.gl/forms/ZPdPjPgolNQLpAPS2>

Greater Philadelphia - <https://goo.gl/forms/RKpZpxdrXOOV3PN82>

PARTNERS & SPONSORS

The following are the handles for the partners and sponsors. When possible include them on tweets and posts. If you are connected to any of the groups or supporters outlined below, reach out to them about the Adult Literacy XPRIZE.

Host

XPRIZE Foundation

Twitter: [@xprize](https://twitter.com/xprize)

Facebook: <http://www.facebook.com/xprize>

Instagram: [@x.prize](https://www.instagram.com/x.prize)

Partners

Los Angeles Unified School District (LAUSD) - [@LASchools](https://twitter.com/LASchools)

The Office of Adult Education (OAE) - [@Philaliteracy](https://twitter.com/Philaliteracy)

Dallas County Community College District (DCCCD) - [@dcccd](https://twitter.com/dcccd)

Sponsors

Barbara Bush Foundation - [@BarbaraBushFdn](https://twitter.com/BarbaraBushFdn)

SUGGESTED SOCIAL COPY

The following is suggested language to post to Twitter, Facebook, LinkedIn, Instagram, or whichever your preferred network is. We suggest you customize them depending on your network and the audience you are speaking too. The goal of these posts is to drive traffic to the website, please include link on all posts.

- Seeking adults to participate in the @BarbaraBushFdn Adult Literacy @XPRIZE! Get involved and earn rewards #LiteracyNow <http://adulthoodliteracy.xprize.org/champions>
- We need your help to solve adult literacy! Transform the lives of low literate adults: <http://adulthoodliteracy.xprize.org/champions> #LiteracyNow
- Hey Los Angeles! Let's mobilize to solve adult literacy. Get involved and earn rewards: <http://adulthoodliteracy.xprize.org/champions> #LiteracyNow
- Hey Dallas! Let's mobilize to solve adult literacy. Get involved and earn rewards: <http://adulthoodliteracy.xprize.org/champions> #LiteracyNow
- Hey Philadelphia! Let's mobilize to solve adult literacy. Get involved and earn rewards: <http://adulthoodliteracy.xprize.org/champions> #LiteracyNow
- Want to help solve adult literacy? Join the monthly live Q&A on [time/date] to learn more #Literacy Now <http://adulthoodliteracy.xprize.org/champions>
- We're working hard to improve literacy for adult learners. Find out how you can help and what's in it for you: <http://adulthoodliteracy.xprize.org/champions> #LiteracyNow

SOCIAL MEDIA BEST PRACTICES

- Frequency: We recommend posting to your social media channels about this opportunity once every 2-3 days.
- Timing: Morning, afternoon and evening are the best times of day to post. Alternate between these time slots to ensure full audience coverage.
- Engagement: It's important to be conversational on social media. Respond to any inquiries or comments in a timely, friendly and helpful manner. When appropriate, include links to applicable web pages.

OUTREACH REQUESTS FOR CHAMPIONS

Requests specifically for the Champions for the months leading up to the Field Test launch in mid-2017:

- ✓ Share this link to the website: <http://adulthoodliteracy.xprize.org/champions>
- ✓ Share this link to the promotional video: (when available)
- ✓ Share this link to the information webinar: (when available)
- ✓ Like our Facebook page at: www.facebook.com/xprize
- ✓ Follow us on Twitter: <https://twitter.com/xprize>
- ✓ Post links/detail about the Adult Literacy XPRIZE on your organizations website and/or social media pages
- ✓ Make announcements about the ways to get involved at your next meeting/community event

- ✓ Send out our monthly e-newsletters to your email lists inviting Champions to join the monthly live Q & A online session with the Adult Literacy XPRIZE on the 2nd Fridays of each month at 9am PT / 12pm ET. You can gain access here - <https://xprize.zoom.us/j/2966420343>
- ✓ Ask 3 groups to join our list of Champions to commit to becoming an Amplify, Quantum, and/or Assets Champion through word-of-mouth outreach
- ✓ Ask 3 groups to join our list of Champions to commit to promoting event
- ✓ Direct all questions to: Mika Kim, Partnership Relations Specialist at info.adultliteracy@xprize.org

IMAGERY

Use the image below for any future posts:

