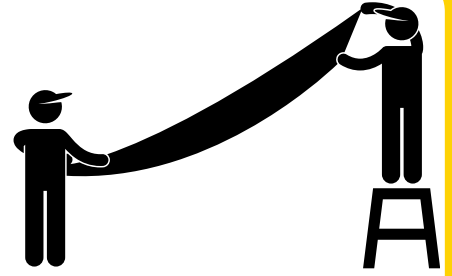


# HOW TO PROMOTE SCREEN-FREE SATURDAYS IN YOUR SCHOOL SETTING



## Establish Your Why

Whatever your reasons are for wanting to encourage families to do Screen-Free Saturdays, it's important for administrators, educators, families, and students to be on the same page. Make sure many different voices are at the table as you plan!

## Family Involvement

The first and most important group to reach out to is parents of children who are potential participants in Screen-Free Saturdays. You'll want to explain what Screen-Free Saturdays are and why screen-free time is so important. If you're a teacher, school librarian, or an administrator, you'll want to send out a permission slip for parents to return. We've included a sample parent letter at the end of this section.

## Newsletters

You'll definitely want to include information about Screen-Free Saturdays in your newsletter. Newsletter articles are a great way to remind parents about Screen-Free Saturdays, suggest and promote screen-free activities, and find volunteers to help you plan and execute events for school-wide success



## Spread the Word

Use our logos, sample social media language, and resources to spread the word around your community!

## Consider Student-Led Ideas

What do your students have to say about their screen time? What are their ideas for creating balance? Create space for students to contribute to school-wide or class events.

## Get People Signed On

Use our online pledge or paper pledges to have people make a commitment to try out Screen-Free Saturdays. Administrators, teachers, school leadership, and others can encourage families to sign on!

## Have a Kick Off Event!

One of the best ways to build community around Screen-Free Saturdays is to have an event to kick off the program. Try out a Friday night zoom dance party followed by a collective "sign off, turn it off" at sundown, for example. Anything that you can do to build collective energy will help students to be successful in turning off their entertainment devices.