



COMMUNICATIONS TOOLKIT

This toolkit includes 8 ready-to-use posts designed to be shared once per week leading up to Lights On Afterschool. You've also been given 2 additional posts—one focused on healthy meals and one highlighting the overall benefits of afterschool—for a total of 10 posts.

Each post includes language for both Facebook and Instagram. The Facebook versions are longer and use minimal hashtags, while the Instagram versions are shorter with hashtags to increase reach. The Instagram versions can also be used on X.

You can edit the [Canva Template HERE](#) to add your logo or modify quotes. All graphics and resources are available on our [Google Drive HERE](#).

We recommend pairing each caption with the matching graphic and posting weekly through October 22. Posts can be customized to highlight your program and community.

We also recommend you use the resources available on the Afterschool Alliance's Website [HERE](#). You can download this year's logo, social media assets and language, activities, templates and more!





Suggested Post Text:

FB & IG/X: We're proud to join communities all across America celebrating Lights On Afterschool on October 22! There are tons of ways to join the largest showcase of afterschool & summer learning programs held nationally. Sign up now to receive updates, tips, & guidance: <http://3to6.co/LightsOn-Signup>

For every one child who gets to participate in an afterschool program, four more are waiting to get in. If you think every kid deserves access, join us to celebrate Lights On Afterschool on October 22! <http://3to6.co/LightsOn-Signup>

Want to know how you can help keep the #LightsOnAfterschool? See event ideas to help you showcase what your program means to your community on Oct. 22! Sign up for updates & tips to put the #LightsOnAfterschool! <http://3to6.co/LightsOn-Signup>



Suggested Post Text:

FB: ✨ Afterschool is where New Hampshire's kids can spark their imagination and explore new ideas. From hands-on STEM projects to outdoor adventures, afterschool programs give youth safe, supportive spaces to dream big. On October 22, join us for Lights On Afterschool and help us shine a light on the power of afterschool across New Hampshire. 💡 Register your event today! <http://3to6.co/LightsOn-Signup>

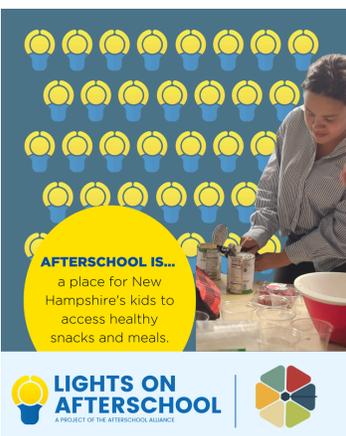
IG/X: Afterschool is where New Hampshire's kids use their imagination and explore! ✨💡 Celebrate Lights On Afterschool on October 22 and help us keep the #LightsOn for New Hampshire's youth. #AfterschoolWorksNH



Suggested Post Text:

FB & IG/X: It's on! We're gearing up for #LightsOnAfterschool by getting the word out! Help us share & invite afterschool champions to join the celebration & showcase how #AfterschoolWorks: <http://3to6.co/LightsOn-Signup>

Our afterschool programs make a difference for the kids, families & communities they serve every day. But across the country, for every child who gets to participate in an afterschool program, four more are waiting to get in. If you think every kid deserves access, join us to celebrate #LightsOnAfterschool! Sign up now to receive updates on how you can join the biggest celebration for afterschool nationally: <http://3to6.co/LightsOn-Signup>



Suggested Post Text:

FB: 🥕🍌 Afterschool is where New Hampshire's kids can count on healthy snacks and meals that fuel learning and play. For families across our state, afterschool programs mean more than enrichment — they provide nourishment and support. Celebrate Lights On Afterschool with us on October 22 and help shine a light on how afterschool keeps Alaska's kids safe, nourished, and thriving. 💡 Register your event today! <http://3to6.co/LightsOn-Signup>

IG/X: Afterschool = healthy snacks, full bellies, and big smiles! 🥕🍌 Join us October 22 for Lights On Afterschool and celebrate the ways afterschool supports kids across New Hampshire. #LightsOnAfterschool #AfterschoolWorksNH



Suggested Post Text:

FB: Afterschool is where New Hampshire’s children and youth can simply be kids – having fun, making friends, and building memories that last a lifetime. On October 22, join us for Lights On Afterschool and help shine a light on the joy, learning, and growth that happens after the school day ends.

IG: Afterschool = fun, laughter, and play! 🎉💡 Celebrate Lights On Afterschool with us on October 22 and help keep afterschool shining bright for New Hampshire’s kids. #LightsOnAfterschool #AfterschoolWorksNH



Suggested Post Text:

FB: Two weeks to go! Afterschool is a safe and supportive place where New Hampshire’s youth can show up as their true, authentic selves. When kids feel accepted and valued, they thrive – in school, at home, and in their communities. On October 22, join us for Lights On Afterschool and help shine a light on the importance of safe, welcoming spaces for every child in New Hampshire.

IG/X: Afterschool = a safe space to be your authentic self. 💡💙 Celebrate Lights On Afterschool with us on October 22 and help us shine a light on the power of acceptance, support, and community for Alaska’s kids. #LightsOnAfterschool #AfterschoolWorksNH



Suggested Post Text:

FB: 💡 One week to go! Join us on October 22 for Lights On Afterschool and help us shine a light on the power of afterschool in New Hampshire. Afterschool is where New Hampshire’s kids make new friends and grow together in safe, supportive spaces. These connections are what make afterschool so important for families across our state.

IG/X: 💡 One week to go! Afterschool is where New Hampshire’s kids make friends, learn, and grow together. Get ready to celebrate Lights On Afterschool on October 23! #LightsOnAfterschool #AfterschoolWorksNH



Suggested Post Text:

FB: Today is the day! Join us and afterschool programs throughout New Hampshire to celebrate Lights On Afterschool! Help us shine a light on the impact afterschool programs are making – inspiring learning and helping youth realize their full potential. ##### New Hampshire’s kids rely on afterschool every day, but ##### New Hampshire kids are still waiting to get in. Share your support! #LightsOnAfterschool #AfterschoolWorks

IG/X: We're celebrating 26 years of #LightsOnAfterschool by taking the #LightbulbChallenge. How are you celebrating?



Suggested Post Text:

FB/IG: 89% of New Hampshire parents are satisfied with their child’s afterschool program. Parents feel confident knowing that while they’re working, their kids are safe, building life skills, getting homework help, and engaging in fun learning opportunities. At ____ (insert program name), we know afterschool is more than just a place to go – it’s where kids make friends, stay active, explore STEM, and enjoy healthy meals in a safe, supportive space. On October 22, we’re turning the lights on for Lights On Afterschool. Join us in raising awareness of the many benefits of afterschool by celebrating with us and sharing our posts.

X: Celebrate Lights On Afterschool with us on October 22 and shine a light on the benefits of afterschool in New Hampshire! #LightsOnAfterschool #AfterschoolWorksNH



Suggested Post Text:

FB: Afterschool programs in New Hampshire do more than provide learning and play – they make sure kids have access to healthy snacks and meals that keep them fueled and ready to thrive. On October 22, join us for Lights On Afterschool and help us shine a light on the many ways afterschool supports New Hampshire’s children and families.

IG/X: Strong minds need full bellies. 🍎🥕🥤 Afterschool is where New Hampshire’s kids count on healthy snacks and meals that give them energy to learn, play, and grow. Celebrate with us on October 22 for Lights On Afterschool! 💡
#LightsOnAfterschool #AfterschoolWorksNH

Access the [Canva Template HERE](#) to edit and make these graphics your own!

