

**LAUNCH: Nov. 12, 2014**

On **Wednesday Nov. 12, 2014** Youth Today is launching a comprehensive Out-of-School-Time Hub that offers engaging stories, research, resources and information on critical OST issues. It kicks off with “Language and Literacy” as its first comprehensive topic area.

This packet contains **sample social media posts, site and eNewsletter language, images** and other **templates** to help you alert your networks about this launch. If you have any questions, please contact John Lash at [jlash@csjournalism.org](mailto:jlash@csjournalism.org). Thanks for helping to spread the word about this resource produced especially for practitioners, board members, researchers, funders and policy makers.

### SAMPLE SOCIAL MEDIA POSTS

Below are sample posts to alert your social media networks on Facebook, Twitter and LinkedIn. Use these or write your own, including the suggested tags. Questions? Contact John Lash at [jlash@csjournalism.org](mailto:jlash@csjournalism.org).



#### Twitter & LinkedIn status updates

**Tags:** #OSThub, #outofschooltime, #youthtoday, #outofschoolhub

**Link:** <http://youthtoday.org/hub/>

#### *Nov. 10-11*

- Coming Nov. 12 : The next one-stop shop for all your research on out-of-school-time from the experts at @YouthToday #outofschooltime
- Mark your calendars for some super #outofschooltime resources on Nov. 12. The #OSTHub is coming! @YouthToday
- Great news! The experts at @YouthToday launch a resource-packed #outofschoolhub Nov. 12. Stay tuned!

#### *Nov. 12 and beyond*

- #outofschooltimehub (n.): A hub of curated resources and research for folks in out-of-school-time field. <http://youthtoday.org/hub/>
- #Literacy and language professionals: Stop your Googling & get all the info @YouthToday 's brand new #OSTHub <http://youthtoday.org/hub/>
- Pls RT: #Outofschooltime hub is here! @YouthToday 's latest compelling stories, research & resources <http://youthtoday.org/hub/>
- New research on language, literacy and practice unfolding at @YouthToday 's <http://youthtoday.org/hub/> #osthub
- @YouthToday explores how research and practice intersect in real world of OST. <http://youthtoday.org/hub/> #osthub #outofschooltime



#### Facebook & LinkedIn Group Discussions

**Tags for Facebook:** @Youth Today, (**Tip:** Make sure you've “liked” our page, then type @ and then begin to enter these tags and a drop-down menu will appear to select your tag.) Remember you can use hashtags on Facebook now! #OSThub, #outofschooltime, #youthtoday, #outofschoolhub <http://youthtoday.org/hub/>

## *Nov. 10-11*

- @Youth Today is adding an exciting new feature to their website. The out-of-school-time Hub will bring together the voices of researchers and seasoned practitioners, along with resources and materials to best serve your OST work. OST Hub launches on Nov. 12. Stay tuned!

## **Facebook & LinkedIn Group Discussions (Continued)**

- It's coming! @Youth Today is kicking off the OST Hub on Nov. 12 with a focus on Language and Literacy!
- Believe us; you'll want to be at your browser for this one! On Nov. 12 @Youth Today, with the support of the [Robert Bowne Foundation](#), is launching the out-of-school-time Hub with a mix of research, resources and innovative practices. Stay tuned here for the link when it's live: <http://youthtoday.org/>

## *Nov. 12 and beyond*

- Attention out-of-school-time researchers and practitioners: Time to stop Googling for the best info! Check out @Youth Today's new resource hub of research, resources and words from practitioners in the field. <http://youthtoday.org/hub/>
- @Youth Today has been on the top of the field in youth issues, and now they have even more expert goodies for researchers and practitioners in the out-of-school-time field. Check out their brand-new resource hub. <http://youthtoday.org/hub/>
- It's here! @Youth Today has created the ultimate resource for researchers and practitioners in the out-of-school-time arena. Stay tuned as research, materials and voices from the field are featured throughout the year at <http://youthtoday.org/hub/>
- @Youth Today explores language and literacy in the kickoff of the out-of-school-time Hub. Created in partnership with the [Robert Bowne Foundation](#) and a wide array of researchers and practitioners, this is definitely worth a peek and a share: <http://bit.ly/1z5GpPd>

## **WEBSITE, ENEWSLETTER & DISCUSSION FORUM LANGUAGE**

Feel free to use this language on your website, eNewsletters and LinkedIn groups. Or, write your own.

### *Pre-launch*

#### **New Out-of-school-time Hub Kicks off with Exploration of Language and Literacy in OST Programs**

On Nov. 12, Youth Today will launch a comprehensive out-of-school-time Hub that offers engaging stories, research and information on critical issues in OST. The hub, developed in partnership with the [Robert Bowne Foundation](#), OST experts, researchers and seasoned practitioners, kicks off with a focus on language and literacy. Examining reading and writing as well as language learning, the OST Hub provides resources to help researchers and practitioners gain a deeper understanding of how OST programs can support youth development in these areas. See more here: <http://youthtoday.org/>

### *Nov. 12 and beyond*

#### **Youth Today Launches New Out-of-school-time Hub, Explores Language and Literacy**

Youth Today has launched a new hub dedicated to exploring research and practice in out-of-school-time programs. First up is a focus on language and literacy, utilizing articles and research, resources for curricula and lesson plans, program examples,

professional development opportunities and voices from the field using blogs, vlogs and photo essays. See the hub here:

<http://youthtoday.org/hub/>

## BLOG POST

Attached and online at <http://youthtoday.org/hub/> If reposting on your website or blog, please keep language verbatim and hyperlinks intact.

## ADDITIONAL INFORMATION

**About the Hub:** The Hub, funded, in part, by a generous grant from **The Robert Bowne Foundation**, embodies the Foundation's philosophy of positive youth development, the importance of reflection and inquiry, a deep respect for youth workers as experts in their own right and of youth worker voices. In addition, the Hub reflects the Foundation's belief in the critical importance of building bridges between research and practice.

- Ready access to reliable, accurate, curated information and analysis on out-of-school-time programs.
- Relevant articles and research
- Best practice models
- Commentary from experts in the field
- Program examples
- Professional development opportunities

## Who's Behind It:

**Youth Today**, based at Kennesaw State University near Atlanta is the only independent, nationally distributed newspaper that is read by thousands of professionals in the youth service field. [Read more >>](#)

The **OST Hub** will create an opportunity to ensure that the work of the Robert Bowne Foundation is perpetuated and shared with the larger out-of-school-time community. Rather than a static repository, the Hub will be intentionally designed to create online communities, an interactive space for practitioners, researchers and policymakers in the OST field to engage with some of the key topics in the OST field and with each other.

[Read more >>](#)

**The Robert Bowne Foundation** supports the development of quality programs that offer literacy education to children and youth of New York City, in the out-of-school hours, especially for those living in economically disadvantaged neighborhoods. After more than 47 years since its founding by Edmund A. Stanley Jr., the foundation will be closing its doors at the end of 2015. [Read more >>](#)